DESIGN

E-9

LIDO TOY COMPANY

Rec'd. Jan. 17, 1958

RETURN TO
DESIGN DIV.

TOY RACK ASSORTMENTS

attractively bagged for impulse buying

No.	DESCRIPTION	suggested retail price
1B	Flip Flop Blocks	$
	free demonstrator with each 6 doz.	
25B	Pick-up Stix	.29
55	Unbreakable Trailer Set (on card)	.39
56	Army Mobile Unit	.29
115	Swivel Frontier Set	.39
116	Junior Swivel Frontier Set	.29
117	Soldier Set (carded)	.29
375	"Play Sip" Nursing Set (carded)	1.00
379B	Hot Water Bottle Set	.29
417/49	Large Bagatelle Game	
	wire rack free)	.49
418	Bagatelle Set (blister carded)	.49
440	Beach and Shower Sandals	.69
470	Bath Tub Set	.59
472	Doll and Tub Set	1.00
473	Doll and Tub Set (large)	1.98
478	Playpen and Doll	1.00
480	Hi-Chair, Doll and Bottle	1.00
481	Polyethylene Wagon	.59
482	Carriage	1.00
483	Carriage with Doll	1.29
489	Large Cradle	1.00
490	Large Cradle with Doll	2.00
491	Meat Grinder and Egg Beater comb.	.39
520	Ass't.of Large Horses and Riders,	
	in bags with display rack	.59
530	Assortment of Swivel Western, Military and	
	Knight Figures in bags with display rack	.59
537	Assorted Soldiers	.59
540	Assortment of Swivel Western, Military and	
	Knight Figures in bags with display rack	1.00
547	Assorted Soldiers	1.00
560	Whirl-A-Top - free demo. with each gross	.29
568	Spirit of 1776 (carded)	.39
569	Spirit of 1776 (carded)	.29
570	Spirit of 1776	.59
571	Spirit of 1776	1.00
580	Poly Boats and Planes	.59
581	Poly Boats and Planes	1.00
582	Polyethylene Planes	.59
583	Polyethylene Planes	1.00
584	Animal Parade	1.00
585	Sports Parade	1.00
586	Jungle Animals	.59
587	Jungle Animals	1.00
589	Jungle Animals	.29
590	Foreign Legion	.59
591	Foreign Legion	1.00
592	Foreign Legion (carded)	.29
593	Foreign Legion (carded)	.39
596	Foreign Legion Set - Horse and Rider	.29
597	Foreign Legion Set - Lge. Horse & Rider	.59
600	Revolutionary War Set - Horse and Rider	.29
601	Revolutionary War Set-Lge. Horse & Rider	.59
783	Western Rodeo Set	1.00
784	Assorted Large Poly Trucks	.59
801	Soldier Figures North and South	.29
802	Soldier Figures North and South	.39
803	Soldier Figures North and South	.59
810B	Bottle O'Fun	.29
813	3 - ½pt. Bottles	
815	2 - ½pt. Poly Bottles	.49
816	Quart Poly Bottle	.59
843	Cradle - bagged with topper	.59
844	Bathtub - bagged with topper	.59
912	Ring Toss (carded) - Unbreakable	.59
915	Ring Toss (blister carded)	1.00
918	Chalk and Crayon Slate	.39
921	Laundry Set (carded)	1.29
922	Mr. Any-Body	.59
925	Pastry Set (blister carded)	.59
932	North and South Soldiers	1.00
933	North and South Soldiers	.59
942	Barber Shop Set with real Mennen Products	.59
944	Beauty Salon Set with Real Beauty Products	.59
952	Tool Set (carded) - Unbreakable	.49
960	Hockey Players (carded)	.29
961	Hockey Players	.59
962	Hockey Players	1.00
973	Robin Hood Figures	1.00
974	Robin Hood Figures	.59
980	Horse and Swivel Rider	.29
981	Large Horse and Swivel Rider	.59
983	Wild West Rodeo	.69
1065	Walt Disney Stencil Set	.39
1066	Walt Disney Tracing Set	.39
1067	Walt Disney Asst. Stencil and Tracing Set	.39
1089	Knitting Spool Set	.29
1435	Walt Disney Target Set	.79
1473	Large Bathtub	.98
1510	Walt Disney Bubble Pipe Set (carded)	.29
1624P	Polyethylene Tea Set - Unbreakable Dishes	.29
1786	Pyramid Blocks	.49
1800	Unbreakable Nested Blocks	1.00
3520	Disneyland TV Set	.59
3720	Playsip Nursing Set, Unbreakable (carded)	.39
3850	Nursery Set	.39
4039	Five - 5¢ Cars	.29
4040	Vehicles	.39
4050	Dart Gun with 3 Darts Carded	.49
4704	Telescope on Card	.59

CATALOGUE SHEETS AND PRICE LIST ON ABOVE ARE OBTAINABLE UPON REQUEST.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Des. Div.

SCIENTIFIC LIBRARY JAN 17

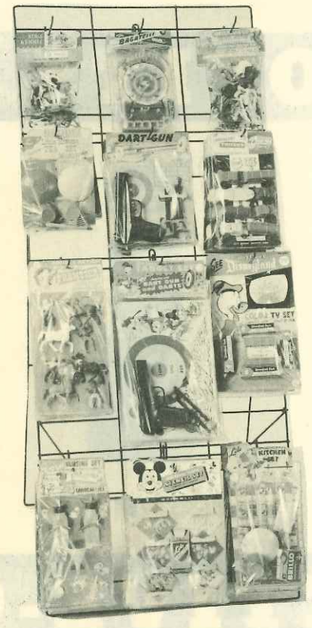
BIGGER AND BETTER VALUES!

SPACE-SAVER TOYS!

by LIDO

No. 2001

consists of
1 carton merchandise
1 carton rack
wght. per deal 30 lbs.



No. 2001 — consists of:

1 doz. — 29c Retailers
4 doz. — 39c Retailers
2 doz. — 49c Retailers
3 doz. — 59c Retailers
1 doz. — 79c Retailers
1 doz. — 98c Retailers
Large 4 tiered metal floor rack

RETAIL VALUE $76.68

No. 2003

consists of
2 cartons merchandise
1 carton rack
wght. per deal 60 lbs

No. 2003 — consists of

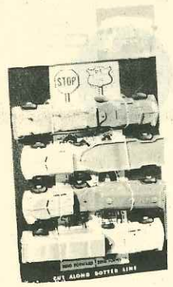
4 dozen 98c Retailers
8 dozen 59c Retailers
1 dozen 39c Retailers
2 dozen 29c Retailers
1 — 3 tiered metal revolving rack

RETAIL VALUE $115.32

ALL PACKAGED IN STURDY AND CLEAR POLYETHYLENE BAGS WITH COLORFUL AND DIFFERENT TOPPERS

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

LIDO LEADS WITH YEAR ROUND TOYS



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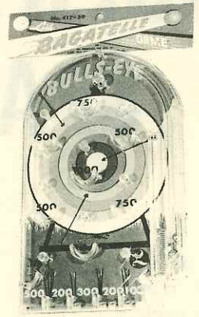
375



417/49

491

472

470

530

925

RACK UP PROFITS FROM MINIMUM SPACE

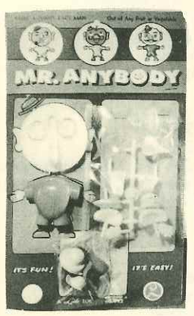
560

660

912

784

918



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ATTRACTIVE-COLORFUL-DURABLE

1066

1089

1435

1624P

1510

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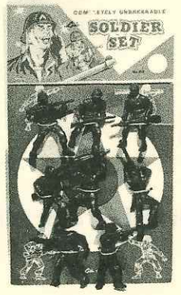

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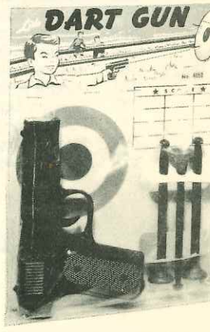


4050

LIDO TOY COMPANY, 321 Rider Ave., New York 51, N. Y.

Day Box

Design

No. 3520 - DISNEYLAND COLOR TV SET

LIDO
TOY COMPANY

RETURN TO
DESIGN DIV.

JAN 17 1958

COPYRIGHTED
BY WALT DISNEY
PRODUCTIONS

THE KIDS
WILL LOVE
THIS TOY!

The child will relive these five stories time and again. Peter Pan in Fantasyland, Mickey Mouse visits Disneyland, Mickey Mouse in Adventureland, Donald Duck in Tomorrowland, Goofy in Frontierland. Each of these strips in color are provided with the set, enclosed in attractive, multi-colored boxes, with the exception that one strip is reeled and enclosed in the plastic televiwer which comes with each set.

All mounted on a beautiful and colorful display card, showing Donald Duck looking at Disneyland on TV.

PACKING: 1 Doz. inner packing, 3 Doz. to shipper.
WEIGHT: 2 Lbs. per Doz.
SUGGESTED RETAIL PRICE: 59c

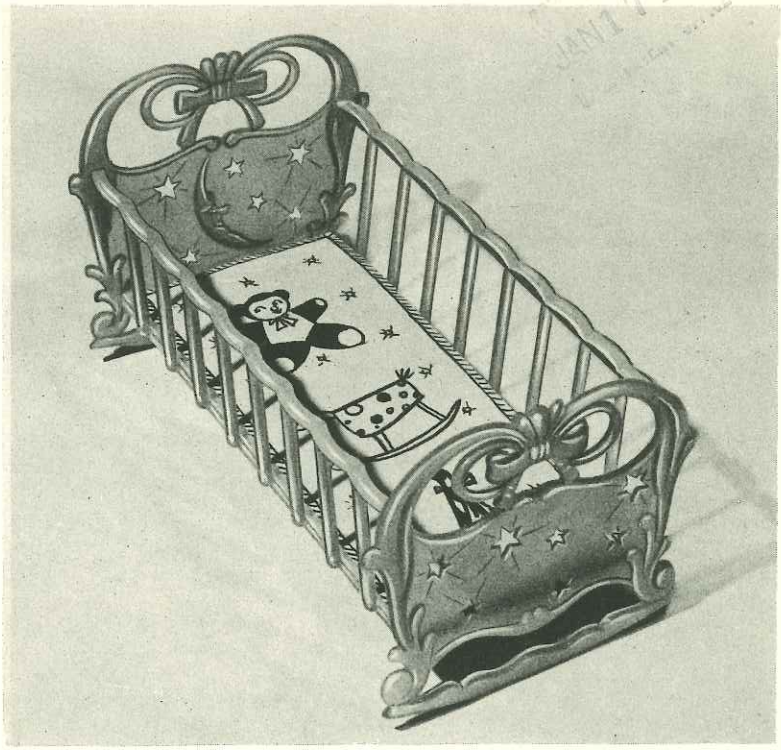
MEMBER OF TOY M'F'RS. U.S.A. TRADE MARK
AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

11

Design
JAN 17 1958



No. 843 — UNBREAKABLE CRADLE —

A 10" soft polyethylene rocking cradle with a multi-colored lithographed mattress. Enclosed in a sturdy transparent poly bag mounted by a colorful topper.

PACKING: 3 dozen to shipper.
WEIGHT: 3 lbs. per dozen.
SUGGESTED RETAIL PRICE: 59c

No. 489 — LARGE UNBREAKABLE CRADLE —
Same as above except that cradle is 14".

PACKING: 1 dozen to shipper.
WEIGHT: 7 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

No. 3850 — NURSERY SET —

The added touch to the doll's needs. Consists of 3 differently colored unbreakable nursing bottles, yellow for juice, natural for water, white for milk, each equipped with sealing cap and disc and specially tapered nipples for drink n' wet dolls. Also included are unbreakable red hot water bottle with stopper and soft polyethylene bottle brush. Mounted on an attractively colored card and enclosed in a clear, sturdy poly bag.

PACKING: 6 dozen to shipper.
Weight: 3 lbs. per dozen.
SUGGESTED RETAIL PRICE: 39c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

BIGGER AND BETTER VALUES!

SPACE-SAVER TOYS!

by LIDO

SCIENTIFIC LIBRARY
JAN 17 1958
U. S. PATENT OFFICE

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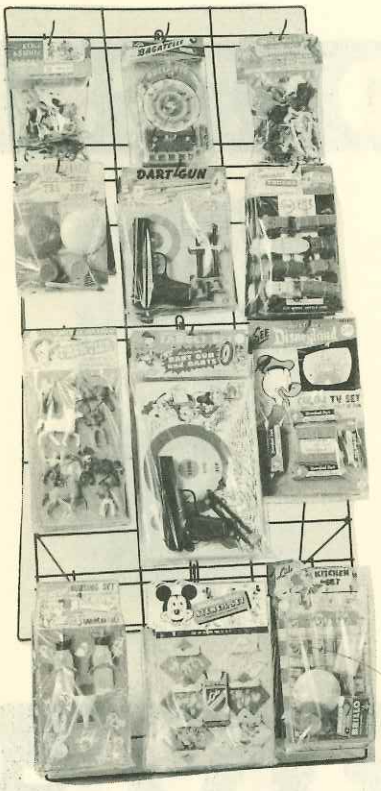

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3 doz. — 59c Retailers
1 doz. — 79c Retailers
1 doz. — 98c Retailers
Large 4 tiered metal floor rack

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LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

LIDO LEADS WITH

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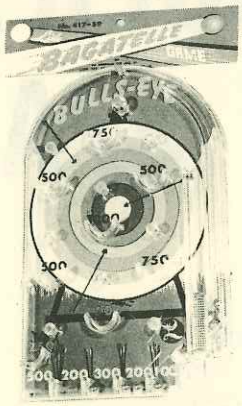

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RACK UP PROFITS FR

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ATTRACTIVE-COL

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LIDO TOY COMPANY, 321 Ri

YEAR ROUND TOYS

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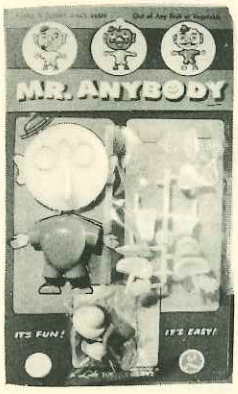

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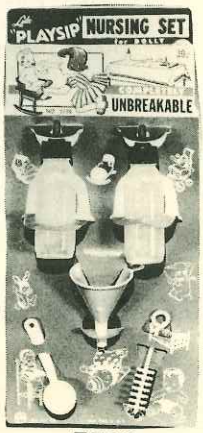
LORFUL-DURABLE

1510

3520



3720

117

4050

ider Ave., New York 51, N. Y.

TOY RACK ASSORTMENTS

attractively bagged for impulse buying

No.	DESCRIPTION	suggested retail price
1B	Flip Flop Blocks	$
	free demonstrator with each 6 doz.	
25B	Pick-up Stix	.29
55	Unbreakable Trailer Set (on card)	.39
56	Army Mobile Unit	.29
115	Swivel Frontier Set	.39
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379B	Hot Water Bottle Set	.29
417/49	Large Bagatelle Game	
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418	Bagatelle Set (blister carded)	.49
440	Beach and Shower Sandals	.69
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472	Doll and Tub Set	1.00
473	Doll and Tub Set (large)	1.98
478	Playpen and Doll	1.00
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481	Polyethylene Wagon	.59
482	Carriage	1.00
483	Carriage with Doll	1.29
489	Large Cradle	1.00
490	Large Cradle with Doll	2.00
491	Meat Grinder and Egg Beater comb.	.39
520	Ass't. of Large Horses and Riders,	
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530	Assortment of Swivel Western, Military and	
	Knight Figures in bags with display rack	.59
537	Assorted Soldiers	.59
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	Knight Figures in bags with display rack	1.00
547	Assorted Soldiers	1.00
560	Whirl-A-Top - free demo. with each gross	.29
568	Spirit of 1776 (carded)	.39
569	Spirit of 1776 (carded)	.29
570	Spirit of 1776	.59
571	Spirit of 1776	1.00
580	Poly Boats and Planes	.59
581	Poly Boats and Planes	1.00
582	Polyethylene Planes	.59
583	Polyethylene Planes	1.00
584	Animal Parade	1.00
585	Sports Parade	1.00
586	Jungle Animals	.59
587	Jungle Animals	1.00
589	Jungle Animals	.29
590	Foreign Legion	.59
591	Foreign Legion	1.00
592	Foreign Legion (carded)	.29
593	Foreign Legion (carded)	.39

No.	DESCRIPTION	suggested retail price
596	Foreign Legion Set - Horse and Rider	.29
597	Foreign Legion Set - Lge. Horse & Rider	.59
600	Revolutionary War Set - Horse and Rider	.29
601	Revolutionary War Set-Lge. Horse & Rider	.59
783	Western Rodeo Set	1.00
784	Assorted Large Poly Trucks	.59
801	Soldier Figures North and South	.29
802	Soldier Figures North and South	.39
803	Soldier Figures North and South	.59
810B	Bottle O'Fun	.29
813	3 - ½pt. Bottles	
815	2 - ½pt. Poly Bottles	.49
816	Quart Poly Bottle	.59
843	Cradle - bagged with topper	.59
844	Bathtub - bagged with topper	.59
912	Ring Toss (carded) - Unbreakable	.59
915	Ring Toss (blister carded)	1.00
918	Chalk and Crayon Slate	.39
921	Laundry Set (carded)	1.29
922	Mr. Any-Body	.59
925	Pastry Set (blister carded)	.59
932	North and South Soldiers	1.00
933	North and South Soldiers	.59
942	Barber Shop Set with real Mennen Products	.59
944	Beauty Salon Set with Real Beauty Products	.59
952	Tool Set (carded) - Unbreakable	.49
960	Hockey Players (carded)	.29
961	Hockey Players	.59
962	Hockey Players	1.00
973	Robin Hood Figures	1.00
974	Robin Hood Figures	.59
980	Horse and Swivel Rider	.29
981	Large Horse and Swivel Rider	.59
983	Wild West Rodeo	.69
1065	Walt Disney Stencil Set	.39
1066	Walt Disney Tracing Set	.39
1067	Walt Disney Asst. Stencil and Tracing Set	.39
1089	Knitting Spool Set	.29
1435	Walt Disney Target Set	.79
1473	Large Bathtub	.98
1510	Walt Disney Bubble Pipe Set (carded)	.29
1624P	Polyethylene Tea Set - Unbreakable Dishes	.29
1786	Pyramid Blocks	.49
1800	Unbreakable Nested Blocks	1.00
3520	Disneyland TV Set	.59
3720	Playsip Nursing Set, Unbreakable (carded)	.39
3850	Nursery Set	.39
4039	Five - 5¢ Cars	.29
4040	Vehicles	.39
4050	Dart Gun with 3 Darts Carded	.49
4704	Telescope on Card	.59

CATALOGUE SHEETS AND PRICE LIST ON ABOVE ARE OBTAINABLE UPON REQUEST.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

SCIENTIFIC LIBRARY
JAN 17 1958
U. S. PATENT OFFICE
Design

No. 25 —
PLASTIC PICK-UP STICKS

No. 25 — PLASTIC PICK-UP STICKS . . . A colorful assortment of 25 sticks with tapered ends in a brightly decorated cylindrical box with metal top and bottom . . . Instructions on each box.

PACKING: 1 dozen to chip board, 1 gross to shipper.

WEIGHT: 25 lbs. per gross.

TOY M'F'RS. U.S.A.
AMERICAN
TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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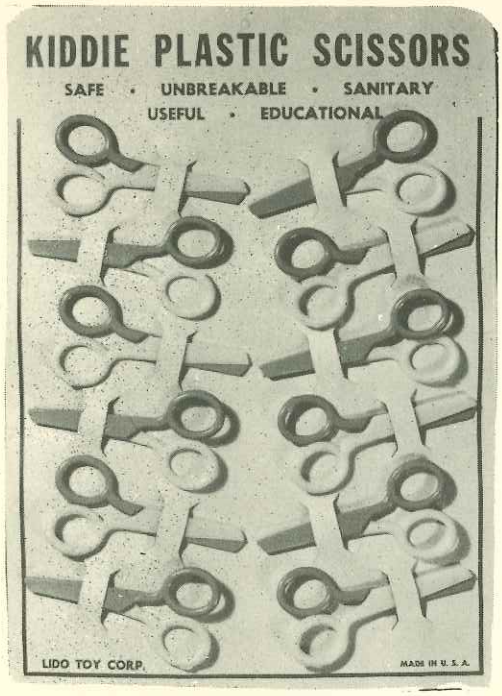
U. S. PAT.



No. 40.
KIDDIE PLASTIC SCISSORS

One dozen plastic scissors in vivid two-tone colors. Mounted on cardboard display. Assorted colors.

Weight: 6 lbs. per gross.

No. 139 PLASTIC SCISSORS

Colorful plastic scissors that will cut paper. Absolutely harmless. Assorted colors. Also, two-tone color combinations. Individually carded.

No. 39. Packed in bulk.

Weight: 5 lbs. per gross.

No. 560 - "WHIRL-A-TOP" GUN & TOP SET

Plastic Gun and Top. When the wire release which serves as a trigger, is pulled, the top is set free, and spins. Instructions which are very simple are on each colorful card which holds the Gun and Top. This is a different and most novel toy.

PACKED: 1 gross to shipper.
WEIGHT: 13 lbs. per gross

SUGGESTED RETAIL PRICE: 29c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

JAN 17 1958

No. 55 - TRUCKS and TRAILERS - Unbreakable

To each cab or truck is attached either a van, lumber, platform, or gas trailer. All of these vehicles have rubber wheels that move. The Trailers are so hitched to make them move with ease in any direction. In assorted colors, mounted on a die-cut and colorfully lithographed platform with cut-outs to give additional hours of play. Mounted with a self-contained topper, and enclosed in a transparent and sturdy polyethylene bag.

PACKING: 1 Doz. inner packing, 6 doz. to shipper.
WEIGHT: 1 1/2 lbs. per doz.
SUGGESTED RETAIL PRICE: 39c

No. 4040 - UNBREAKABLE CARS

Cars, Trucks, and Trailers, **ALL UNBREAKABLE.** In assorted colors, packed in polyethylene bag, mounted with colorful topper.

PACKING: 1 Doz. to chipboard, 6 Doz. to shipper.
WEIGHT: 1 1/2 lbs. per doz.
SUGGESTED RETAIL PRICE: 39c

MEMBER OF TOY M'F'RS. U.S.A. TRADE MARK AMERICAN TOYS

LIDO TOY COMPANY

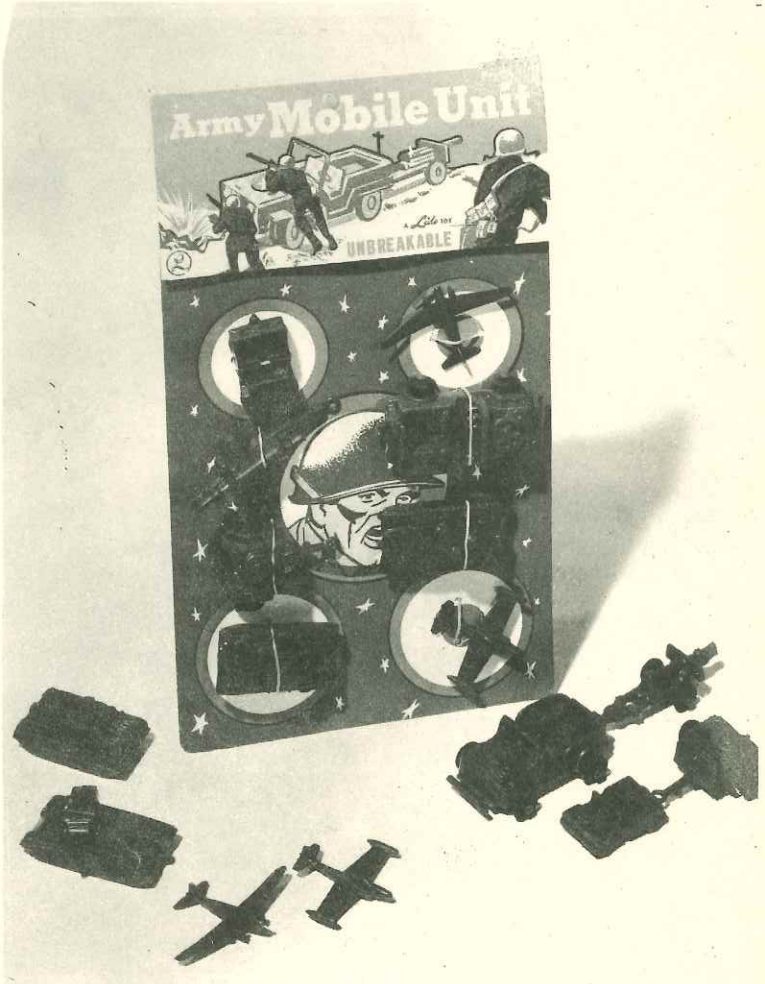
321 Rider Avenue, New York 51, N. Y.

SCIENCE LIBRARY
JAN 17 1958
U. S. PATENT OFFICE
Des

SO MUCH VALUE

No. 117 — SOLDIER SET —

Consists of 8 unbreakable action poised soldiers in olive drab. Mounted on a colorful lithographed card with a self-contained topper and enclosed in a clear, sturdy polyethylene bag. The young generals will be amazed at the true to life features of these soldiers.
Packing: 6 dozen to shipper
Weight: 20 lbs. per gross
Suggested retail price: 29c



No. 56 — ARMY MOBILE UNIT —

A completely unbreakable motorized unit that will delight the heart of any boy. Consists of tanks with movable turrets, jeeps and trailers with rubber wheels that move and the latest type airplanes. Mounted on a multi-colored lithographed card with a self contained topper and enclosed in a clear, sturdy polyethylene bag.
Packing: 6 dozen to shipper
Weight: 20 lbs. per gross
Suggested retail price: 29c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

SCIENTIFIC LIBRARY
JAN 17 1958

No. 90 — SOLDIER SET –

Soldiers in numerous action poses. Tanks, separate movable turrets, jeeps, jeep trailers, planes and boats. Jeeps and trailers have rubber wheels that move. All made of **MIRACLE UNBREAKABLE POLY-ETHYLENE PLASTIC** - In Olive Drab.

A soldier set complete from every viewpoint, which will give the youngster hours and hours of enjoyment.

All of these beautiful plastic pieces are contained in an extremely attractive and multi-colored lithographed 2 piece cellophaned window box.

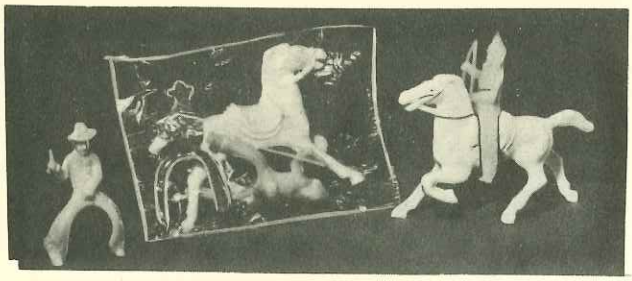
THIS IS AN ALL-AMERICAN STAPLE!

PACKING: 1 Doz. to shipper.
WEIGHT: 6 lbs. per Doz.
SUGGESTED RETAIL PRICE: 98c

No. 89 SOLDIER SET — Same as No. 90. Above, except that it is a smaller version.

PACKING: 3 Doz.
WEIGHT: 3 1/2 lbs. per Doz.
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.



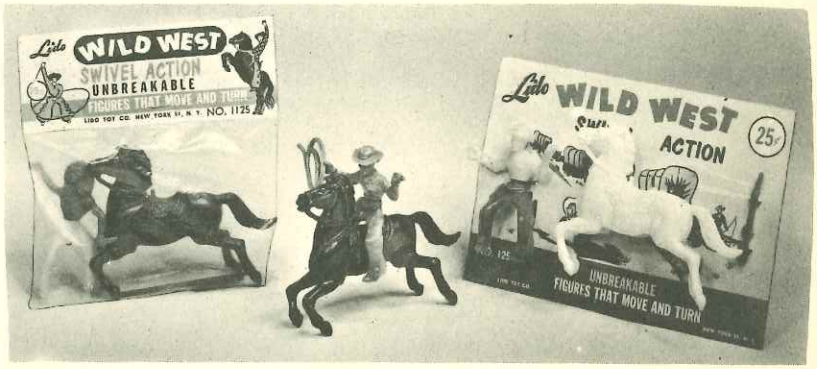
No. 106.
HORSE AND RIDER ASSORTMENT

Horse and two colored cowboy and Indian riders in cellophane bag. Assorted colors.

NO. 100B — Horse and Rider Assortment. Bulk packed.

JAN 17 1958

No. 125 - WILD WEST "SWIVEL-ACTION"

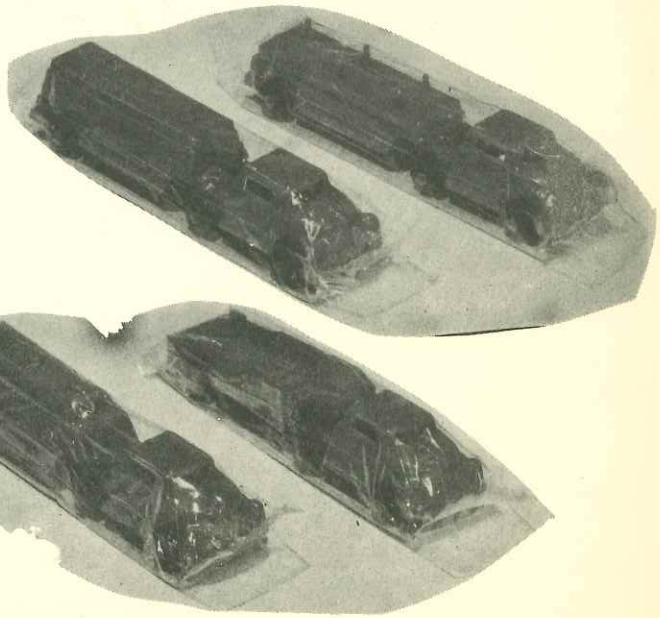


Large, Jumbo-sized Western Horse. Large swivel-action cowboy or indian rider with finely detailed features which swivels around at the waist (something revolutionary in the toy field), and implement, all three pieces of polyethylene **unbreakable** miracle plastic. — Mounted on a multi-colored card.
PACKING: 1 gross to shipper: Weight 15 lbs. per gross.
Suggested Retail Price: 25c

No. 1125 — Same as No. 125, except that the merchandise is enclosed in a pliofilm bag mounted with colorful topper, for either counter or rack merchandising.
PACKING, Weight, and Retail Price same as No. 1125

No. 260 — Unbreakable "Swivel-Action Westerner

Regular sized western horse, "swivel-action" cowboy or indian rider with finely detailed features and implement - All of Polyethylene **unbreakable** plastic, enclosed in cellophane bag. Colorfully printed.
PACKING: 5 gross to shipper: Weight: 7 lbs. per gross.
Suggested Retail Price: 10c each package



No. 15A - PLASTIC TRAILER TRUCKS

Assorted trailers . . . each with a separate cab. Four different models. Movable rubber wheels. Trailer pivots with cab. Over 5" long. Assorted colors. Individually packaged on cardboard base in cellophane bag.
Packed: 5 gross per shipper, Weight: 5 lbs. per gross.
PRICE: 10c each suggested retail price

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

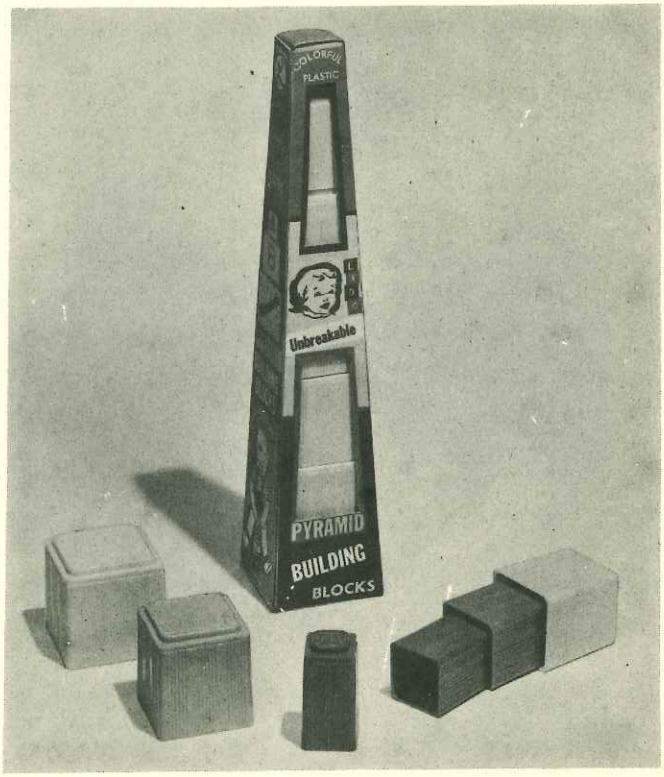
Des.

No. 179 - AIRPLANE

Made of New, miracle break-resistant plastic . . . mounted on a colorful card.
Packed: 2 gross per shipper, Weight: 9 lbs. per gross.
PRICE: 10c Suggested retail price

SANITARY
DURABLE!
EDUCATIONAL

No. 1785 UNBREAKABLE NESTED BUILDING BLOCKS



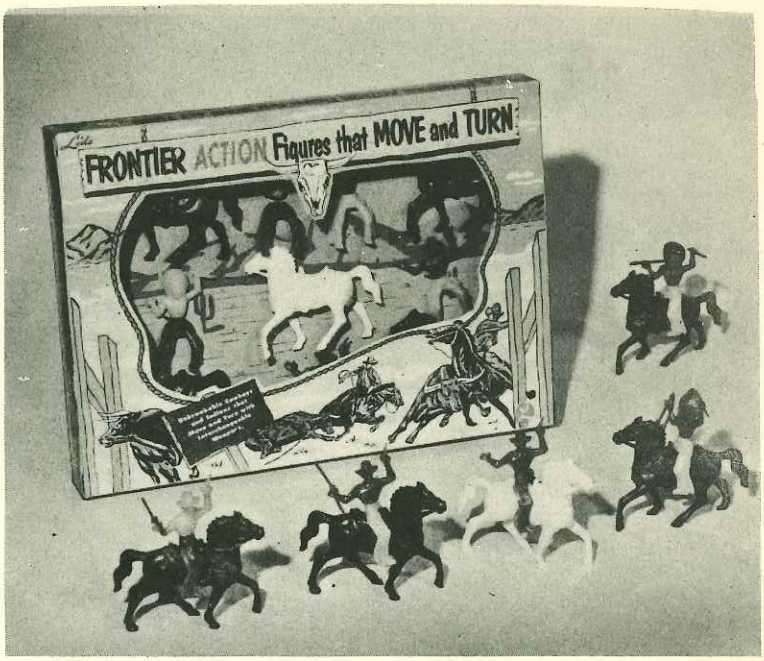
Six unbreakable polyethylene plastic blocks, each with animal figure engraved on one side. The blocks are finely detailed with ribbing, and are of different sizes to allow the child to nest one into another, or to pyramid one on top of another, being especially notched and grooved for that purpose.
The blocks are contained in a multi-colored, attractive pyramid shaped box.
PACKING: 6 doz. to shipper. Weight: 3 lbs. per doz.
Suggested Retail Price: 49c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

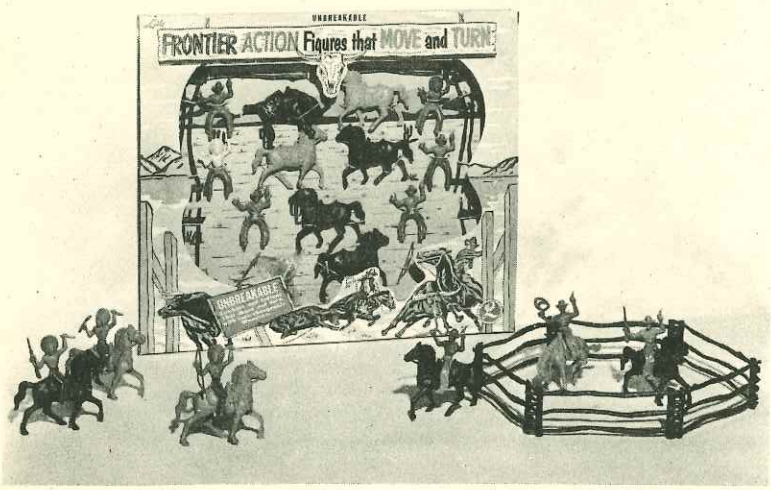
Des.

No. 261 FRONTIER "SWIVEL-ACTION" UNBREAKABLE WESTERN SET

Western Horses with Cowboy and Indian Riders and implements such as bows and arrows, guns, rifles, spears etc., which go in and out of the hands, All made of the **new miracle unbreakable plastic.**
The riders have **"swivel-action"**, rotating at the waist and the child can turn each figure to whatever position desired, giving the set tremendous and unlimited play value! — All enclosed in colorful window box with cut-outs on back of box for added play value.
PACKING: 3 doz. to shipper: Wght 4 lbs. per doz.
Suggested Retail Price: 59c



A "FIRST TIME" TOY SET



CRAMMED WITH VALUE!

No. 262 - SUPER-FRONTIER "SWIVEL-ACTION" WESTERN SET

A larger version of the No. 261 wth many additional horses, riders and implements, also containing plastic sections to make up a complete corral fence.
PACKING: 1 doz. to shipper. Weight 5½ lbs. per doz.
Suggested Retail Price: $1

No. 260 — Western horse, swivel action rider and implement that goes in and out of the hands. All **unbreakable.** Enclosed in colorful cellophane bag.
PACKING: 5 gross to shipper.
Price: 10c each

RECT / TAMO

LIDO TOY COMPANY, 321 Rider Avenue, New York 51, N. Y.

Des.

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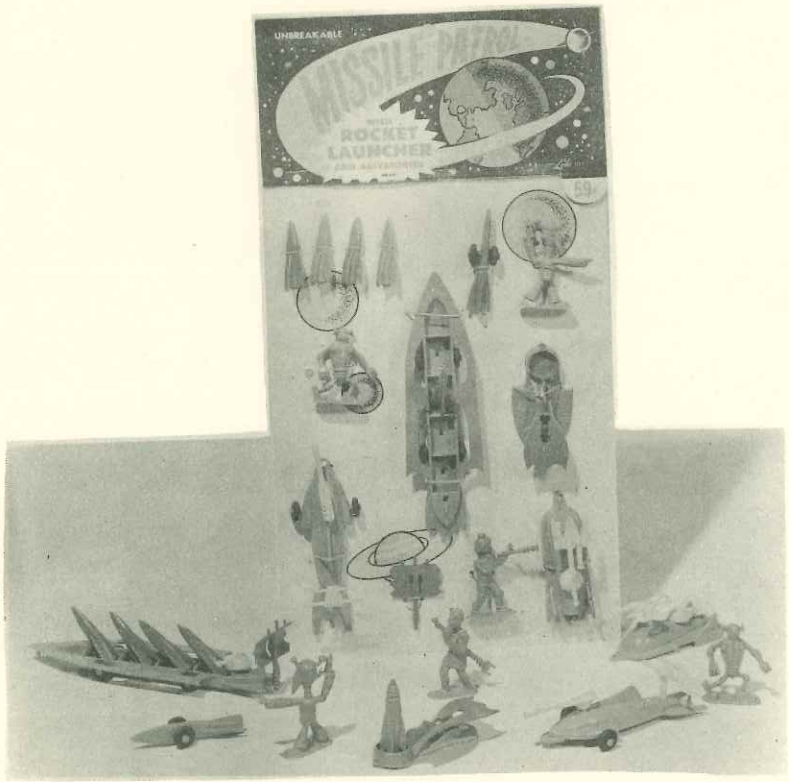
No. 330 — SATELLITE SEARCHER

Now the kids can turn to the skies in search of Satellites. A high powered telescope — in black or silver — Made of heavy durable plastic. This collapsible telescope — complete with cover — has 2 lenses capable of bringing distant objects very close. Mounted on a colorful card and enclosed in a clear sturdy polyethylene bag.
PACKED — 6 Dozen To Shipper
WEIGHT — 18 lbs. Per 6 Dozen
SUGGESTED RETAIL PRICE — 59c



No. 331 — MISSILE PATROL

Join the ranks of this space minded generation. A highly colorful assortment of rockets, launcher, missiles, ships and men from outer space. These pieces are made of unbreakable polyethylene plastic. Mounted on a multi-colored lithographed card with a self-contained topper and enclosed in a sturdy, transparent poly bag.
PACKED — 6 Dozen per Shipper
WEIGHT — 20 lbs. per 6 Dozen
SUGGESTED RETAIL PRICE — 59c

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Des
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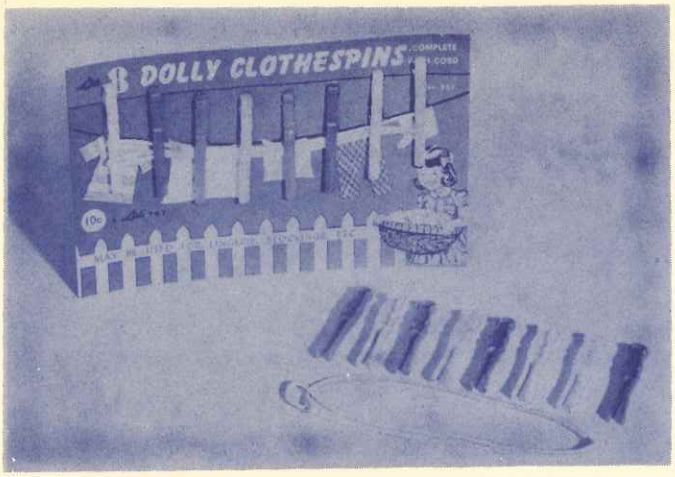
No. 332 — DESTINATION MOON —

A complete assortment of Rocket Ships, Launchers, Missiles and Men from Outer Space in various colors made of unbreakable polyethylene plastic. Mounted on a highly colorful lithographed card and enclosed in a clear, sturdy poly bag.
PACKING — 1 Dozen per Shipper.
WEIGHT — 7 lbs. per dozen.
SUGGESTED RETAIL PRICE — 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Des.



No. 957 — 8 DURABLE PLASTIC CLOTHESPINS—

In assorted colors together with a clothesline for mother's little helper. Mounted on a colorful lithographed card.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c

JAN 1 7 1958

No. 371 — A COMPLETELY UNBREAKABLE NURSING BOTTLE —

Equipped with a cap, disc and special gum rubber nipple for drink and wet dolls. An exact replica of a real nursing bottle.

PACKING: 5 gross to shipper.
3 dozen inner packing.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c

No. 381 — Same as No. 371 above except that cap and disc come in pink and blue pastel colors.

No. 800 — NORTH AND SOUTH —

A completely unbreakable horse and rider in the colors of the Blue and Grey. Enclosed in a sturdy specially imprinted cellophane bag.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c

No. 91 — 3 UNBREAKABLE PLASTIC ACTION PACKED SOLDIERS —

In olive drab. Enclosed in a sturdy and transparent cellophane bag.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

No. 375 - "PLAYSIP" NURSING SET FOR DOLLY

THE LITTLE MOTHER'S DELIGHT!

COMPLETELY UNBREAKABLE!

This nursing set is completely unbreakable and consists of bottles with pure gum nipples, caps and discs, bottle holder, measuring cup, measuring spoon, funnel, brushes, **AND REAL RINSO BLUE SOAP POWDER** like mommy uses. All of these attractive and eye-appealing items are mounted on a card with self contained and colorful topper. Contained in a strong and clean polyethylene bag.
Hang it on a rack or place it on the counter — It will sell tremendously either way.

PACKING: 1 Doz. to shipper.
WEIGHT: 3 lbs. per Doz.
SUGGESTED RETAIL PRICE: 98c

TOY M'F'RS. U.S.A. AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

Design
LIBRARY
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No. 470 - DOLL & TUB SET

Completely unbreakable brush, with plastic doll that has moveable arms, and plastic bath tub. Wash Cloth, Bubble Bath Powder. **MENNEN BABY POWDER — LUX TOILET SOAP.** All included on a very colorful card, with self contained topper which prevents pilferage, and enclosed in a sturdy polyethylene bag.

PACKING: 3 doz. to shipper
WEIGHT: 3 lbs. per doz.

No. 376 - BATH SET FOR DOLLY with REAL MENNEN PRODUCTS

Every little girl is going to demand this set! The plastic articles are completely unbreakable consisting of bottle, funnel, spoon and brush. The **MENNEN** articles are real, not just dummy packages. Each set contains the baby powder and baby oil. Real cotton swabs are enclosed in a very attractive red and white package. The entire set is contained in a strikingly colored window box.

PACKING: 3 doz. to shipper
WEIGHT: 3 lbs. per doz.

SUGGESTED RETAIL PRICE: 59c

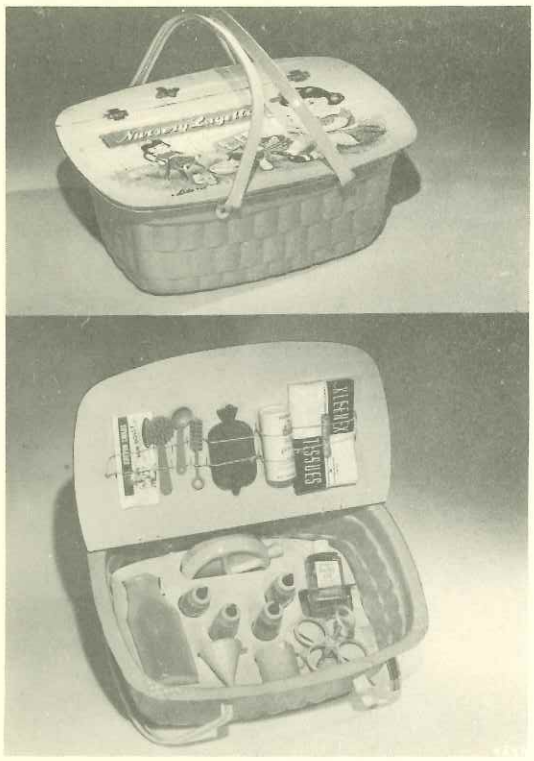
COMPLETELY UNBREAKABLE PLASTIC!

MENNEN PRODUCTS!

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

Design



No. 378 - NURSERY LAYETTE

A complete set for Dolly—the large basket is artfully crafted of vacuum formed plastic, giving a woven effect The cover is metal hinged, and multi-colored in striking artistic shades. Two colorful metal handles are securely riveted to the basket.
Contents consist of milk bottle, four nursing bottles with nipples, screw caps and discs, bottle holder, measuring cup, funnel, food warming compartment dish that actually takes water, bottle brush, scrub brush, measuring spoon, and hot water bottle with stopper, **ALL OF SOFT UNBREAKABLE MIRACLE POLYETHYLENE PLASTIC** — Other items are **REAL** Mennen's Baby Powder, and Mennen's Baby Oil, Kleenex Tissues, and cotton swabs. The basket may be used by the child for many purposes.
PACKING: 1/2 doz. to shipper.
WEIGHT: 16 lbs. per doz.
SUGGESTED RETAIL PRICE: $3.98 each set.

No. 1374 - JUNIOR NURSERY LAYETTE SET

A smaller version of No. 378 above—The basket is smaller, but vacuum formed, metal handled, and has a colorfully decorated cover. Contents consist of four nursing bottles, scrub brush, bottle brush. measuring spoon, measuring cup, funnel, and bottle holder, **ALL OF UNBREAKABLE SOFT MIRACLE PLASTIC,** and **REAL RINSO BLUE** soap powder.
PACKING: 1 doz. to shipper
WEIGHT: 9 lbs. per doz.
SUGGESTED RETAIL PRICE: $1.98 per set

JAN 17 1958

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

11

JUNIOR FRONTIER -
Completely Unbreakable

Des.
SCIENTIFIC LIBRARY
JAN 17 1958
U. S. PATENT OFFICE

Exciting- Different

Swivel Action Pieces!

No. 115 — Completely unbreakable cowboy and indian riders, and horses. The riders swivel and turn at the waist. Consists of four riders, four horses and implements such as spears, guns, etc., that go in and out of the hands . . . all mounted on a most colorful, lithographed card with attractive top piece, and enclosed in a durable polyethylene bag.
PACKING: 6 doz. to shipper. Weight: 22 lbs. per gross.
Suggested Retail Price: 39c

No. 116 — Same as number 115 described at the left, except that the set contains three horses and three riders including implements.
PACKING: 1 gross to shipper, Weight: 17 lbs. per gross.
Suggested Retail Price: 29c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

SMITHSONIAN LIBRARY JAN 17 1958

NO.: 520 — LARGE UNBREAKABLE HORSE AND RIDER ASSORTMENT

Every young customer will want at least one of each kind. This assortment consists of one dozen of the following completely unbreakable items — Swivel action Cowboy and Indian, North and South, Foreign Legion and Spirit of 1776 which therefore gives six different and exciting variations. Also included are removable saddles, bridles and weapons adding to the play value. Enclosed in clear, sturdy polyethylene bags mounted with colorful lithographed toppers. Free metal counter rack with each assortment.

PACKING: 6 doz., 1 rack to each shipper.
WEIGHT: 16 lbs. per asst.
SUGGESTED RETAIL PRICE: 59c per bag.

No. 510 — MEDIUM SIZED UNBREAKABLE HORSE AND RIDER ASSORTMENT

Same items as the number 520 above but horses and riders are medium sized. Free counter rack with each assortment.

PACKING: 6 doz., 1 rack to each shipper.
WEIGHT: 8 lbs. per asst.
SUGGESTED RETAIL PRICE: 29c per bag

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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JAN 17 1958

No. 379 - UNBREAKABLE Nursery Bottle, Brush, and Hot Water Bottle for Dolly

Red Hot water bottle with diagonal lines and stopper. **CAN BE FILLED!**—"Playsip" nursing bottle with pure gum rubber nipple, screw cap and disc. and scrub brush. Each piece is a replica of what mommy uses for baby. —These three beautifully detailed items are mounted on a multi-colored card.
PACKING: 1 doz. inner packing, 1 gross to shipper
WEIGHT: 15 lbs. per gross
SUGGESTED RETAIL PRICE: 25c each card

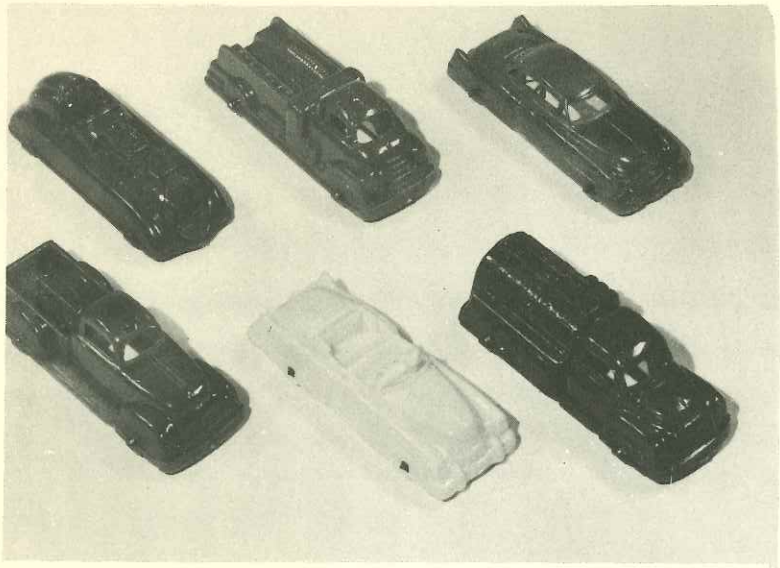
379-B — Same as above but enclosed in a sturdy transparent poly bag mounted by a colorful topper.

No. 377 - UNBREAKABLE HOT WATER BOTTLE FOR DOLLY

Red hot water bottle with stopper,—completely unbreakable—A miniature of the real thing, down to the last detail. Each on a colorful card.
PACKED: 5 gross to shipper.
WEIGHT: 6 lbs. per gross
SUGGESTED RETAIL PRICE: 10c each

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design



No. 711 - ASSORTED VEHICLES

JAN 1 7 1958

Six different styles, plastic cars with movable axles . . . look like the real thing . . . loads of play value! Assorted colors.
PACKED: 2 gross per shipper, WEIGHT 10 lbs. per gross
PRICE: 10c suggested retail

Completely Unbreakable

No. 417. Bagatelle Game Assortment
Colorful plunger-type bagatelle games—almost 8" high. Lithographed metal base with clear plastic cover. Each game contains seven metal balls. Attractively packaged in colorful window box. Assortment of four games. Hours of fun in each game!!!
Weight: 44 lbs. per gross.
Packing: 3 doz. per carton.

SUGGESTED RETAIL PRICE: 49c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

JAN 17 1958

No. 418 — BAGATELLE SET —

2 Individual oblong bagatelle games attached to a multi-colored lithographed card by means of unique blister packaging. Each bagatelle game has a lithographed metal base with a clear sturdy plastic cover. There are four assorted styles.

Packing: 3 dozen
Weight: 30 lbs.

Suggested Retail Price: 49c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
LIBRARY
JAN 17 1958

No. 2435 — DISNEY CORK GUN SET

A metal lithographed target that stands. Colorfully done with Walt Disney characters as illustrated. The four colorful members of the Disney family are made of durable plastic and spin when hit with corks expelled from pop gun. All are enclosed in a clear transparent poly bag mounted by a multi-colored lithographed topper.

Packed — 1 doz. to shipper.
WEIGHT: 5 lbs. per dozen.
Suggested Retail Price — 98c

No. 430. DART GUN

Realistic automatic pistol. Dart fits into barrel and is released by spring-action trigger. East dart has rubber suction cup on tip that sticks to target. Self-standing display card holds gun and two darts. Target printed on face of card. Assorted colors.
Weight: 40 lbs. per gross.
Packing: 3 doz. per carton.

Suggested Retail Price 39c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
SPRINGFIELD LIBRARY
JAN 17 1958

No. 436
WALT DISNEY CHARACTER TARGET SET

No 436 — WALT DISNEY CHARACTER TARGET SET — A most colorful cellophane window box showing the various WALT DISNEY CHARACTERS. Consists of two guns and four darts tipped with rubber suction cups . . . also colorful lithographed metal target showing the Walt Disney Crowd such as Pluto, Mickey Mouse, Donald Duck, and many others.
Price: Retail *$1.29
Packing: One dozen to shipper — Weight: 10 lbs per dozen.

No 437 — Same as above, except that it contains one gun and two darts . . . Packed one dozen and weighs 8 lbs per dozen.
Retail price: $1.00

TOY MFRS. U.S.A.
AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

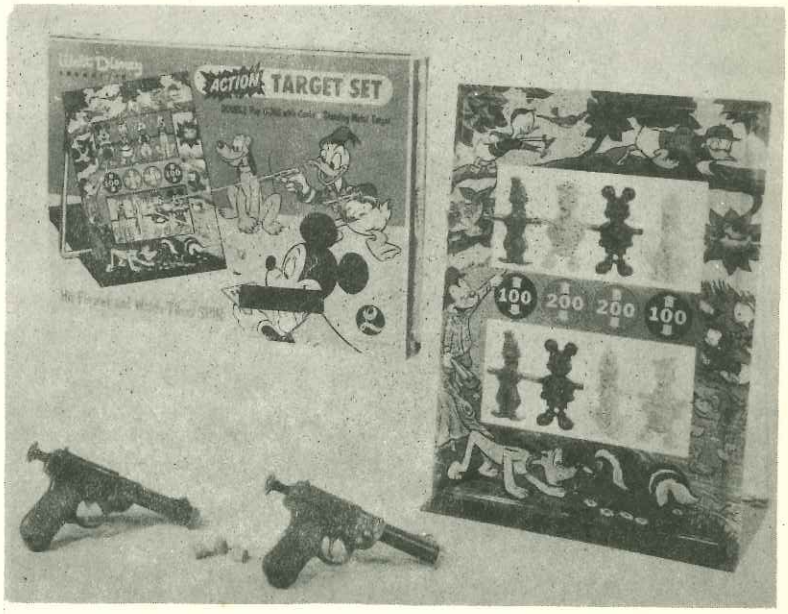
WALT DISNEY ACTION TARGET SETS

Design
NOV 7 1958

PLAY VALUE GALORE!

No. 438 A Metal lithographed target that stands, — colorfully done with Walt Disney characters as illustrated. The four colorful members of the Disney Family are made of plastic and spin when hit with corks expelled from Pop gun. All included in colorful box. that will sell right off the counter. PACKED: 1 dozen to shipper, 5 lbs. per dozen. Suggested Retail Price: $1,

No. 2435 — Same as above except target and gun are enclosed in a clear, sturdy polyethylene bag mounted on a multi-colored lithographed topper.



No. 439 A larger version of No. 438 above— Standing target easel, twice size of 438, and having 8 plastic DISNEY characters to shoot at —Contains 2 plastic popguns and number of corks —
PACKED: 1 dozen to shipper: 7 lbs per dozen. Suggested Retail Price: $2, East of Rockies.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

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JAN 17 1958
U. S. Patent Office

No. 472 - DOLL and TUB

472 — DOLL AND TUB SET — This item consists of a fully equipped 10" unbreakable polyethylene tub together with a 9" drink and wet doll whose eyes open and close and with movable arms and legs. Included with the above are a polyethylene brush and a piece of soap. All are enclosed in a clear polyethylene bag, mounted with a colorful topper.
Imagine all the endless hours of fun the little mother can have playing with this set.
PACKED: 1 dozen to the shipper, weight approx. 7 lbs.
SUGGESTED RETAIL PRICE: 98c

473 — DOLL AND TUB SET — A larger version of the above set with a 10½" doll and a 14" tub.
PACKED: 1 dozen to the shipper, weight approx. 10 lbs.
SUGGESTED RETAIL PRICE: $1.98

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

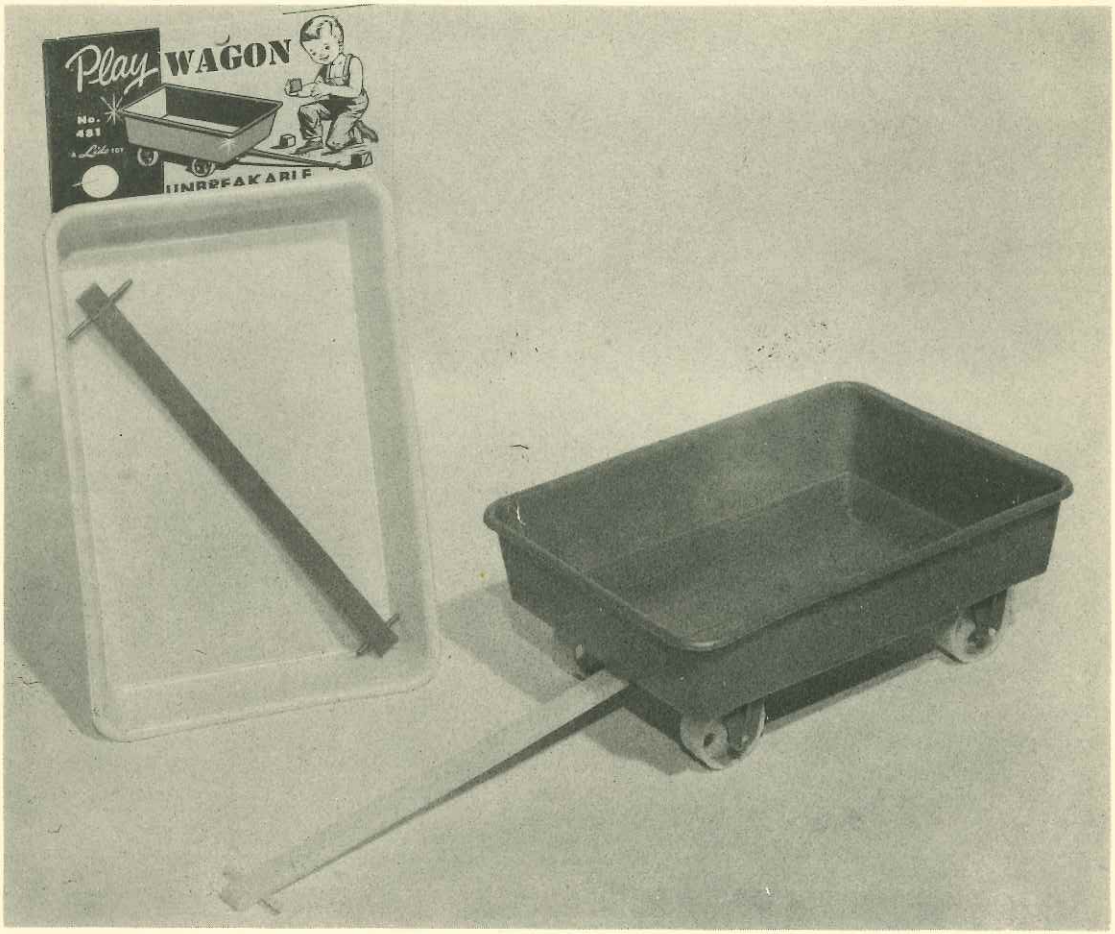
Design

No. 481 - PLAY WAGON -
COMPLETELY UNBREAKABLE

Soft and Pliable

Bright Colors

JAN 17 1958



The answer to every tots prayer. A completely unbreakable pull wagon in assorted colors with soft polyethylene wheels that move. The pull rod and wheels can easily be removed if child desires to make sand piles. Enclosed in a sturdy transparent bag mounted by a colorful topper.

Packing: 3 dozen to shipper
Weight: 40 lbs. per gross

Suggested Retail price: 59c

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

Design
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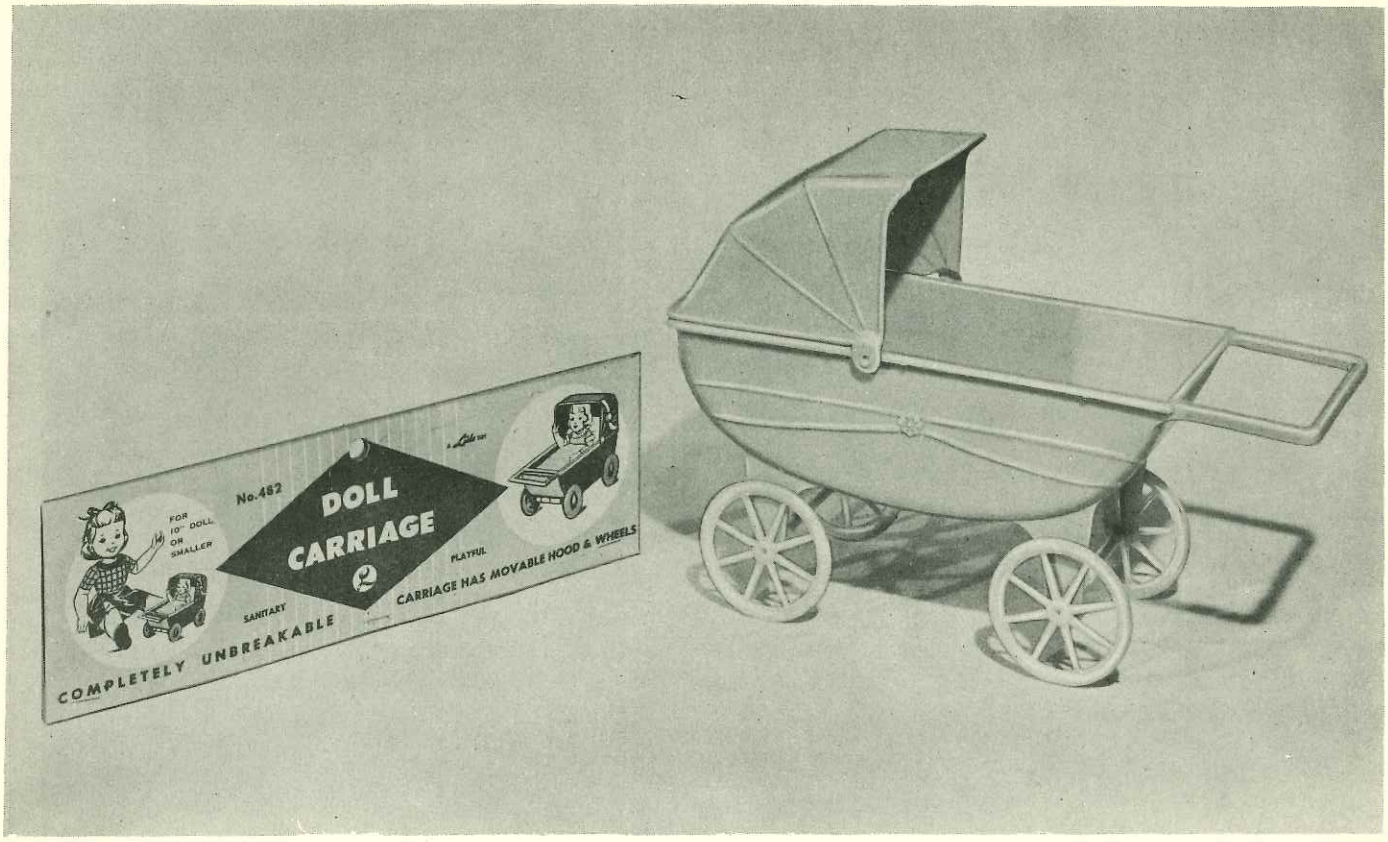
JAN 17 1958



No. 482 — UNBREAKABLE CARRIAGE
Now the young mother can stroll with her doll. Carriage is made of unbreakable soft polyethylene plastic in assorted colors with movable wheels and hood. Enclosed in a clear, sturdy poly bag. Mounted by a multi-colored lithographed topper.

PACKING: 1 dozen to shipper.
WEIGHT: 5½ lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

No. 483 — Same as number 482 described above but including an 8" polyethylene drink 'n wet doll with movable eyes, arms and legs.

PACKING: 1 dozen to shipper.
WEIGHT: 7½ lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.29

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

JAN 17 1958

No. 488—UNBREAKABLE DOLL AND CRADLE SET
Consists of a 10" soft polyethylene rocking cradle and an 8" soft polyethylene drink n'wet doll with eyes that open and close in addition to having movable arms and legs. Enclosed in a transparent sturdy bag which is mounted by a colorful lithographed topper. A must for the little mother's set.

PACKING: 1 dozen to shipper.
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

No. 490—DOLL AND CRADLE SET —
A larger version of the above in that the cradle is 14" long and the doll 10".

PACKING: 1 dozen to shipper.
WEIGHT: 9 lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.98

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

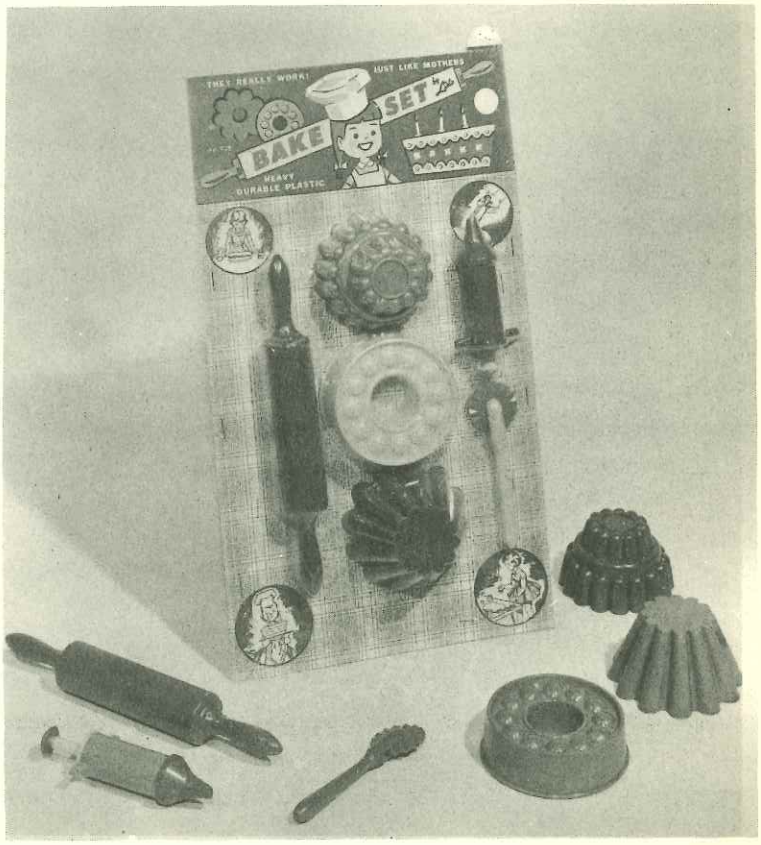
JAM PACKED PLAY VALUE

SMITHSONIAN LIBRARY
JAN 17 1958

No. 491 — KITCHEN UTENSILS

Consists of a meat grinder, made of heavy durable plastic in assorted colors and which actually works in addition to a real egg beater. Hours of play for mother's little helper.
Attached to a colorful card by means of unique blister packaging.
Packing: 3 dozen to shipper.
Weight: 30 lbs. per gross.

DIFFERENT



No. 925 — BAKE SET —

A set just like Mom's — Hours will be spent in the kitchen helping mother bake. Consists of 3 molds, 1 rolling pin, 1 dough cutter, and 1 cookie press all made of heavy durable plastic in assorted colors. Unique Blister packaging attaches items to a colorful card.
Packing: 3 dozen to shipper.
Weight: 40 lbs. per gross.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

No. 492 - JUNIOR MIXER SET -

JAN 17 1958

For the Future Homemaker

A real honest to goodness mixer that actually works. This unit is made of sturdy, durable plastic and comes in assorted colors. Comes equipped with a plastic mixing bowl. Imagine the busy hours the little mother will spend in the kitchen. Enclosed in a multi-colored lithographed cellophane window box.

Packing: 1 dozen to shipper
Weight: 60 lbs. per gross
Suggested retail price: 98c

Mothers Little Helper!

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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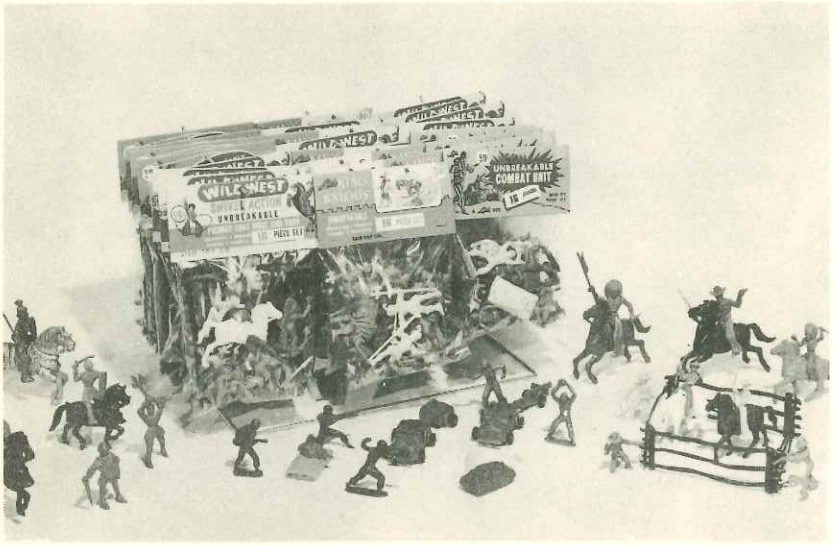
JAN 17 1958

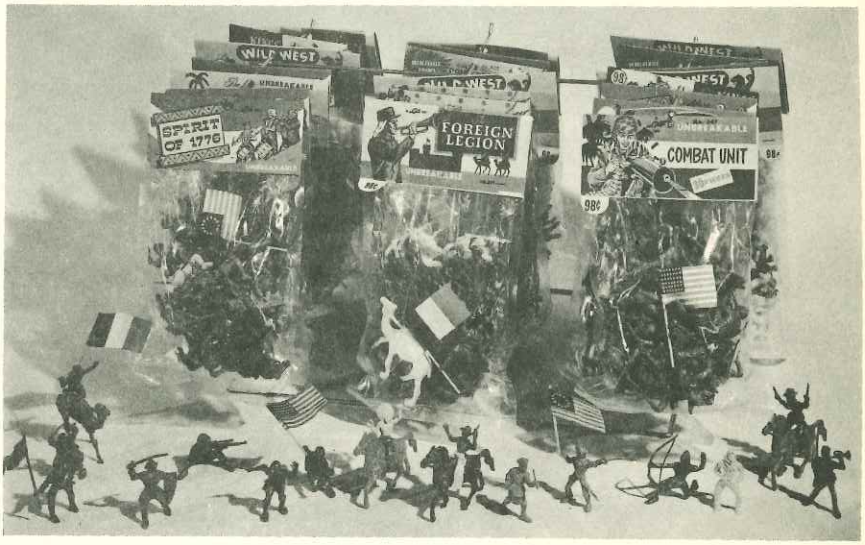


No. 530 - 16 PIECE SWIVEL WESTERN, MILITARY, and KNIGHT ASSORTMENT - Completely Unbreakable, in Saran Bags - with FREE DISPLAY RACK

Western horses, swivel action riders, cowboy and indian figures, fences and weapons—knight chargers, riders, figures, and weapons—Soldiers, tanks, jeeps—Packed with play value!—Saron Bagged and mounted with colorful toppers. 16 pieces to each bag.
PACKED: 6 doz. assorted with display rack (free).
WEIGHT: 50 lbs per gross.
SUGGESTED RETAIL PRICE: 59c each bag

No. 540 - 30 PIECE SWIVEL WESTERN, MILITARY and KNIGHT ASSORTMENTS - Completely Unbreakable, in Saran Bags - with FREE DISPLAY RACK

Larger bag than No. 530 assortment above, larker rack, and variety of **JUMBO** sized horses, chargers and riders ---30 pieces to each bag.
PACKED: 3 doz, assorted with display rack (free)
WEIGHT 60 lbs. per gross
SUGGESTED RETAIL PRICE: 98c each bag.



LIDO TOY COMPANY

321 Rider Avenue New York 51 ,N. Y.

JAN 17 1958

No. 547 — UNBREAKABLE SOLDIERS
A bag chockful of soft unbreakable polyethylene soldiers in Olive Drab color and in action-packed poses. Each soldier stands by himself without support. 30 pieces together with an American flag enclosed in a clear, sturdy polyethylene bag mounted by a colorful lithographed topper.

Packing: 1 dozen to inner chipboard
6 dozen to shipper
Weight: 60 lbs. per gross
Suggested Retail Price: 98c

No. 537 — UNBREAKABLE SOLDIERS
Same as No. 547 above with less pieces.

Packing: 1 dozen to inner chipboard
6 dozen to shipper
Weight: 40 lbs. per gross
Suggested Retail Price: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Des
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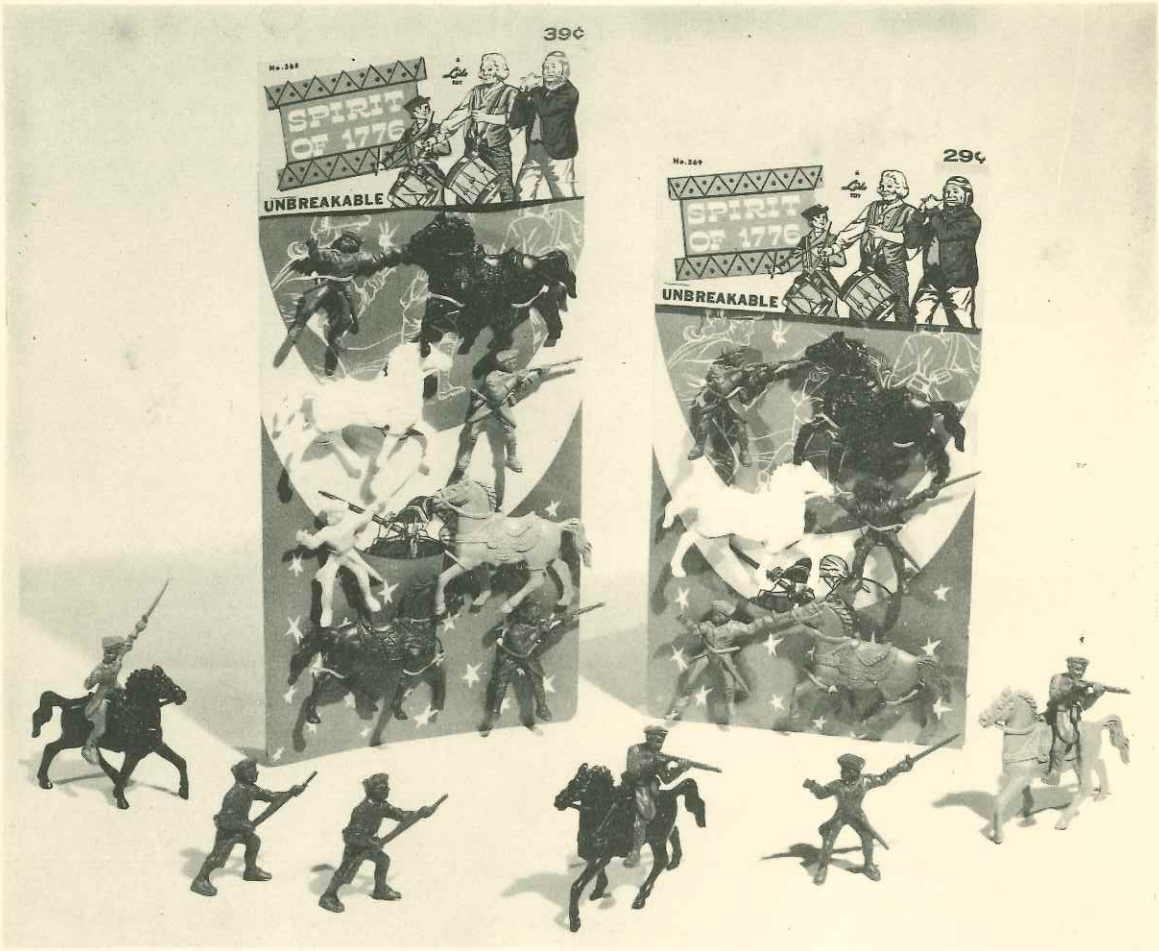
SPIRIT OF 1776
Completely Unbreakable



No. 568 — Completely unbreakable. Revolutionary War Riders and Horses. Consists of four action packed riders with four horses, all mounted on a multi-colored lithographed card with a self-contained topper and enclosed in a clear sturdy polyethylene bag.

PACKING: 6 doz. to shipper.
WEIGHT: 20 lbs. per gross.
SUGGESTED RETAIL PRICE: 39c

No. 569 — Same as number 568 described at the left except that this set consists of three riders and three horses.

PACKING: 1 gross to shipper.
WEIGHT: 15 lbs. per gross.
SUGGESTED RETAIL PRICE: 29c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Des

JAN 17 1958

No. 571 — Completely unbreakable Riders, Horses and Figures of the Revolutionary War. 30 pieces in assorted action poses and colors together with a miniature American Flag. Enclosed in a clear, sturdy bag mounted by a colorful topper. Hours of play for the youngster.
PACKING: 1 dozen inner. 6 dozen to shipper.
WEIGHT: 60 lbs. per gross.
SUGGESTED RETAIL PRICE: 98c

No. 570 — A smaller version of the number 571 described at the left and containing 16 pieces.
PACKING: 1 dozen inner. 6 dozen to shipper.
WEIGHT: 50 lbs. per gross.
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
JAN 17 1958

No. 573 — SPIRIT OF 1776
The youngster can once again relive the history of early Americana with these finely detailed horses, riders and figures of the Revolutionary War. Made of soft polyethylene plastic this set is completely unbreakable. Contained in a colorful two-piece cellophane windowed box.

PACKING: 1 dozen to shipper.
WEIGHT: 8 lbs. per dozen
SUGGESTED RETAIL PRICE: 98c

No. **572** — Slightly smaller version of the number 573 described at the lett and with less pieces.

PACKING: 3 dozen to shipper.
WEIGHT: 50 lbs. per gross.
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

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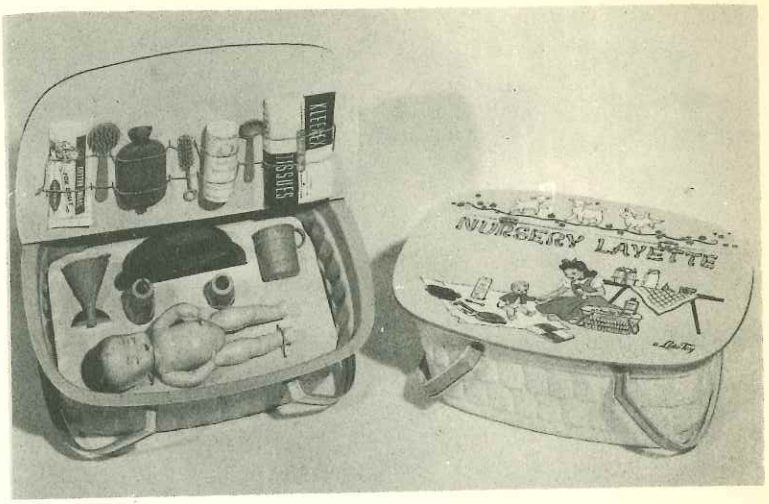
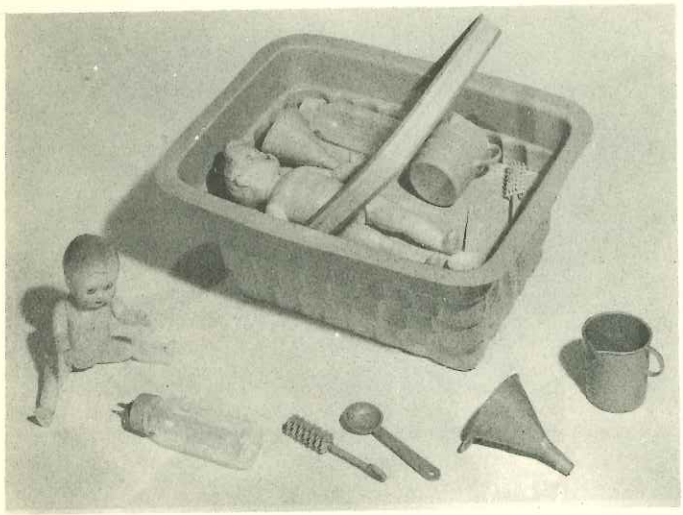
Design
JAN 17 1958

No. 578 — NURSERY LAYETTE SET

A complete set for Dolly — The large basket is artfully crafted of vacuum formed plastic giving a woven effect. The cover is metal hinged and multi-colored in striking artistic shades. Two colorful metal handles are securely riveted to the basket. Contents consist of an 8" Drink n' Wet Doll with movable eyes, arms and legs, two nursing bottles, measuring cup, funnel, bottle brush, measuring spoon and scrub brush all of soft unbreakable plastic. Other items included are vacuum formed feeding dish, real mennen baby powder, kleenex and cotton swabs.

Packing — 1/2 dozen to shipper.
Weight — 16 lbs. per dozen.
Suggested Retail Price — $2.98 each set





No. 1375 — JUNIOR LAYETTE SET

A smaller version of the number 578 above. The basket is vacuum formed and has one colorful metal handle securely riveted to the inside thus permitting easier handling. The contents, which will be attached to the platform by means of unique blister packaging, consist of a 4" doll with movable eyes, arms and legs, and the following soft, unbreakable, polyethylene plastic items. Nursing bottle, brush, spoon, measuring cup and funnel. Loads of play value.

Packing — 1 dozen to shipper.
Weight — 8 lbs. per dozen.
Suggested Retail Price — 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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Design
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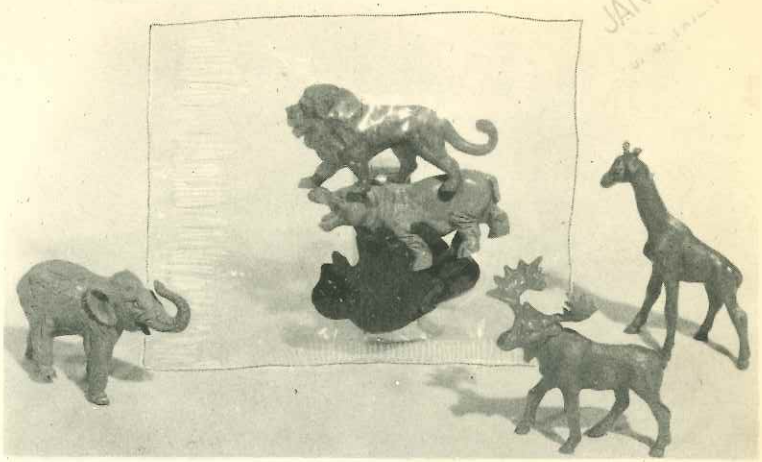
JAN 17 1958

NO. 579 — THREE UNBREAKABLE JUNGLE ANIMALS

Assorted Jungle Animals in colorful unbreakable polyethylene plastic. Enclosed in a sturdy, transparent cellophane bag.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c



NO.: 599 — FOREIGN LEGION

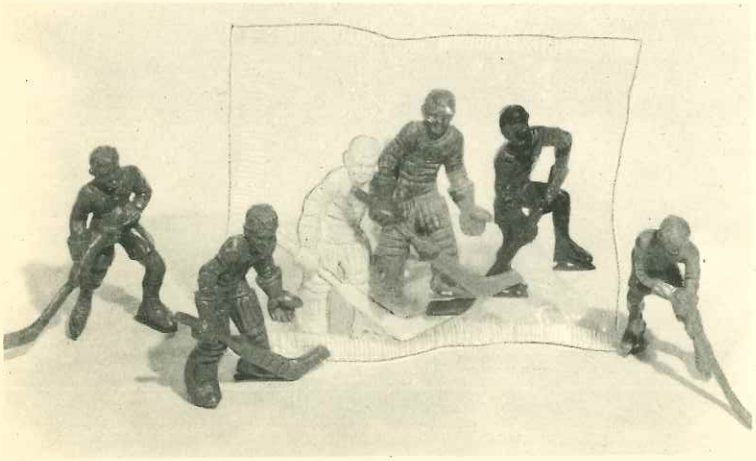
Unbreakable horse and rider of the famous fighters of the Foreign Legion. Enclosed in a specially imprinted cellophane bag.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

NO.: 603 — SPIRIT OF 1776

American History is relived with this unbreakable horse and rider of the Revolutionary War. Enclosed in a sturdy cellophane bag with an imprinted motif.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c



NO.: 963 — THREE UNBREAKABLE HOCKEY PLAYERS

Unbreakable hockey players standing in assorted action positions. Enclosed in a clear, sturdy cellophane bag.

PACKING: 5 gross to shipper.
WEIGHT: 3 lbs. per gross.
SUGGESTED RETAIL PRICE: 10c

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Design

AIRPLANES & BOATS
Completely Unbreakable

SO MUCH VALUE

FLEETS

No. 581 — Completely unbreakable. Planes and Boats in assorted colors. 100 pieces to provide hours of play for that young pilot and sea captain. Packed in a clear sturdy polyethylene bag, mounted by a colorful topper.
Packing: 1 dozen inner packing
6 dozen to shipper.
Weight: 60 lbs. per gross
Suggested Retail Price: 98c

No. 580 — Same as number 581 described at the left except that there are 55 pieces.
Packing: 1 dozen inner packing
6 dozen to shipper
Weight: 40 lbs. per gross
Suggested Retail Price: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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Design
JAN 17 1958
U.S. Patent Office

AIRPLANES
Completely Unbreakable

A YOUNG PILOT'S DREAM

No. 583 — A veritable air army with all the latest type planes completely unbreakable. Consists of 100 planes in assorted colors, packed in a clear, sturdy bag mounted by a colorful topper.
Packing: 1 dozen inner packing
6 dozen to shipper
Weight: 60 lbs. per gross.
Suggested Retail Price: 98c

No. 582 — Same as No. 583 described at left except that set contains 55 pieces.
Packing: 1 dozen inner packing
6 dozen to shipper
Weight: 40 lbs. per gross
Suggested Retail Price: 59c

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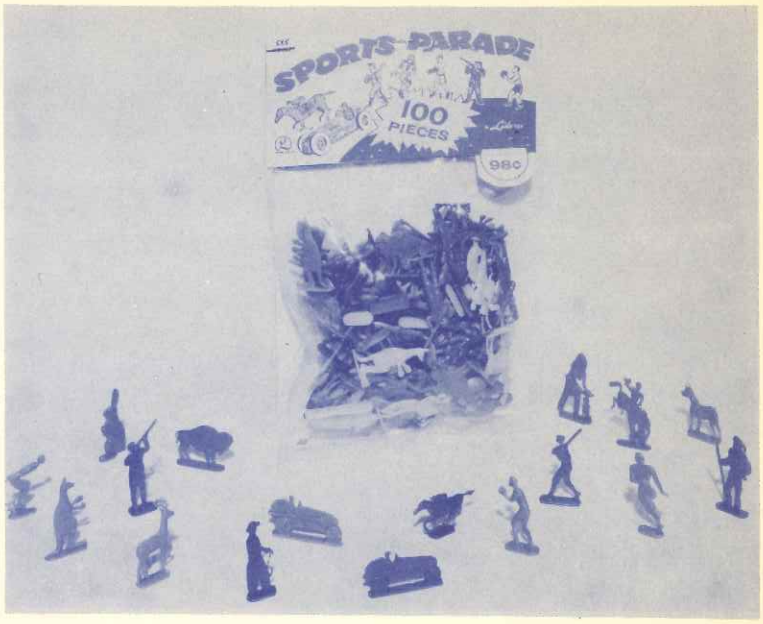
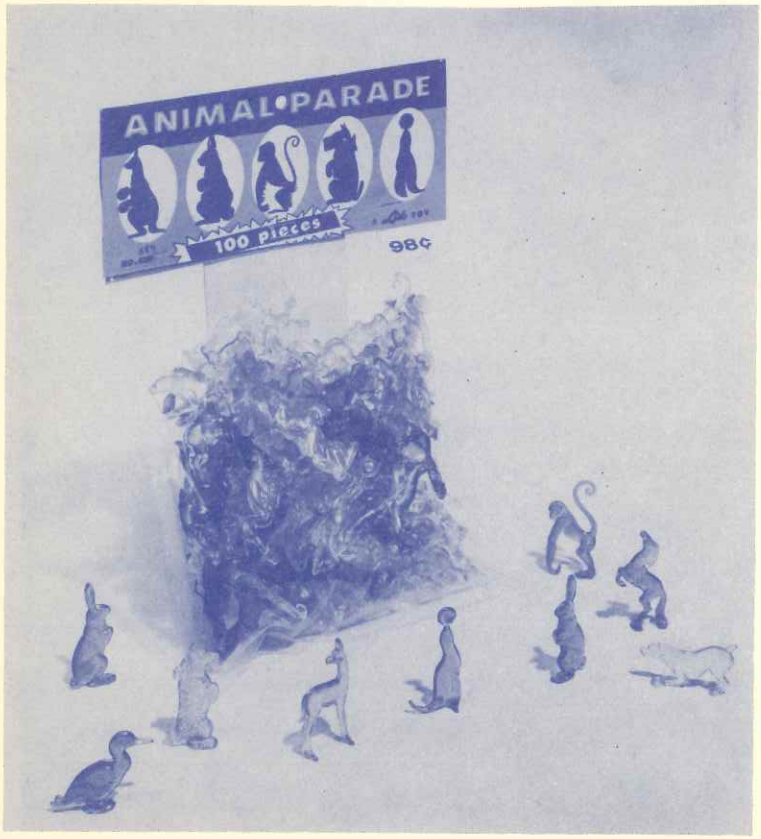
Design



No. 585 — SPORTS PARADE —

A must for the sports enthusiast. 100 standing figures representing all the well known sports and outdoor life. Made in assorted colors of durable plastic and enclosed in a clear and sturdy bag mounted by a colorful topper.

PACKING: 6 dozen to shipper.
WEIGHT: 60 lbs. per gross
SUGGESTED RETAIL PRICE: 98c



No. 584 — ANIMAL PARADE —

100 pieces of the child's favorite and best known animals. A wonderful assortment in assorted colors made of durable plastic. Each animal stands by itself. Enclosed in a sturdy transparent bag. Mounted by a colorful lithographed topper.

PACKING: 6 dozen to shipper.
WEIGHT: 60 lbs. per gross
SUGGESTED RETAIL PRICE: 98c

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Design
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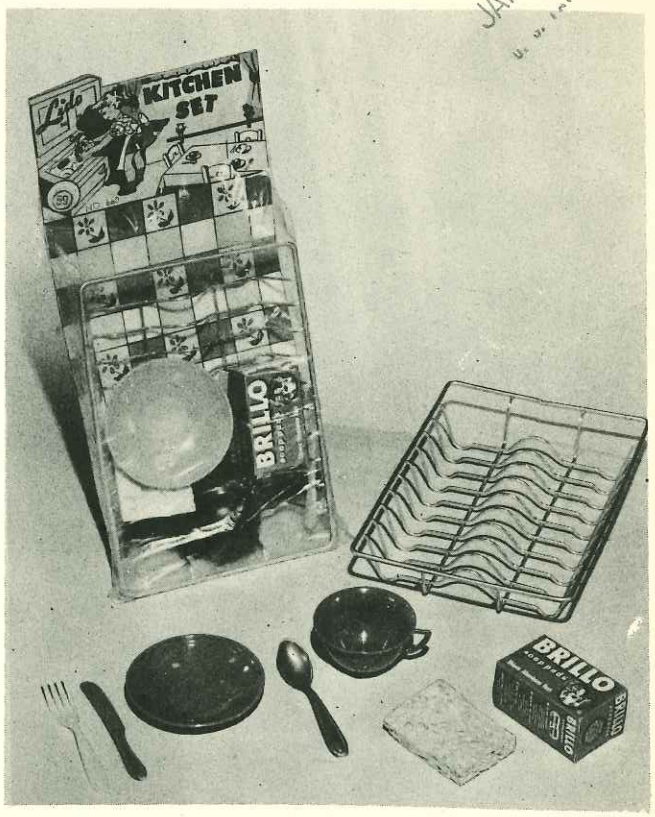
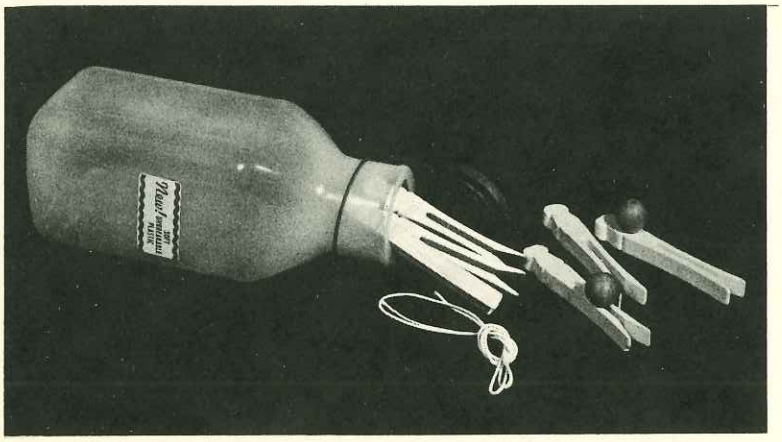


No. 660 — LIDO KITCHEN SET
Dish Rack, **unbreakable** cup and saucer . . . knife, fork and spoon, sponge and Brillo Soap Pad. All contained in sturdy pliofilm bag, with attractive multi-colored card enclosed in bag.
PACKING: 3 doz. to shipper. Weight: 2½ lbs. per doz.
Suggested Retail Price: 59c



No. 814 — UNBREAKABLE QUART BOTTLE

A full quart bottle, realistic, but soft, pliable and unbreakable. With polyethylene **UNBREAKABLE** cover, uniquely designed, and in assorted colors. Each bottle filled with many toys of play value. Much fun for the kiddies! Bottle can be used time and again as receptacle for other items of the childs collection.
Packing: 1 Doz. to shipper.
Weight: 50 lbs. per gross.
SUGGESTED RETAIL PRICE: 98c EACH

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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No. 591 — FOREIGN LEGION —

Completely unbreakable soft polyethylene plastic action packed Foreign Legionnaire Figures, Horses and Riders together with Arabs and Camels. Enclosed in sturdy, transparent poly bag mounted by a colorful topper.

PACKING: 6 dozen to shipper.
1 dozen inner packing
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

No. 590 — Same as number 591 described above with fewer pieces.
PACKING: 6 dozen to shipper.
1 dozen inner packing.
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

FOREIGN LEGION
COMPLETELY UNBREAKABLE

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JAN 17 1958
Design

No. 593 — Horses and Riders of that famous fighting force: The Foreign Legion and the Arab Desert Fighters. The camels and arabic horses as well as the riders are complete to the minutest detail and are made of soft unbreakable plastic. All are mounted on a most colorful lithographed card with a self-contained topper and enclosed in a sturdy transparent polyethylene bag.

PACKING: 6 doz. to shipper.
WEIGHT: 20 lbs. per gross.
SUGGESTED RETAIL PRICE: 39c

No. 592 — A smaller version of the number 593 described at the left in that there are fewer pieces.

PACKING: 1 gross to shipper.
WEIGHT: 15 lbs. per gross.
SUGGESTED RETAIL PRICE: 29c

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

JAN 17 1958
Design

No. 595 — FOREIGN LEGION —

Completely unbreakable set consisting of Foreign Legion riders and figures together with Arabs, all of which are in action poses. Also included are Camels and Horses. Enclosed in a multi-colored two piece cellophane window box.

PACKING: 1 dozen to shipper.
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c per set

No. 594 — Smaller version of the 595 described above with less piece.

PACKING: 3 dozen to shipper.
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: 59c per set

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Design

No. 646 - MUSICAL FLUTE

PLAY-A-TUNE — Loads of play value!
Assorted colors. Packed 3 doz.. to an attractive counter display box.
PACKING: 5 gross to shipper. Weight 6 lbs. per gross.
Suggested Retail Price: 10c ea.

No. 645 — Same as 646, but individually carded.

HARMLESS!
SQUEEZABLE!

SAFE!
UNBREAKABLE!

No. 810 - UNBREAKABLE BOTTLE-O-FUN

1/2 Pint Bottle, completely **UNBREAKABLE,** soft and pliable. The mouth of the bottle is closed with an easily removable cover which come in assorted colors. The bottle is filled with many items of play value. Each bottle is mounted on a colorful display card.
Packing: 1 Doz. inner packing — 1 gross to shipper
Weight: 15 lbs. per gross

SUGGESTED RETAIL PRICE: 29c EACH

No. 810B — Same as above except Bottle is enclosed in a clear, sturdy polyethylene bag mounted by a colorful topper.

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U. S. Patent Office

Design

No. 662 -

SUPER BOB 'N BETTY KITCHEN SET

A Dream Set for the "Little Mother" — Cups, saucers and pan in flexible **unbreakable plastic . . .** Variety of colors . . . Knives, forks, and spoons, and dish rack . . . Sponge, Brillo soap pad, and Rinso Blue soap powder . . . Dish towel and wash cloth — Studded with play value!

All of these pieces are contained in a beautifully decorated and paneled window box.

PACKING: 1 doz. to shipper. Weight: 7 lbs. per doz.

Suggested Retail Price: $2

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

JAN 17 1958
Design

No. 663 — KITCHEN SINK SET

The little girl's delight consisting of unbreakable plastic fork, spoon, knife, saucer and cup. Also included are a dish rack and sink drainer together with real Brillo Soap Pad and a Vinyl Tablecoth . . . Enclosed in a colorful two piece window box.
Packing: 1 dozen to Shipper.
Weight: 7 lbs. per dozen.
Suggested Retail Price: 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
JAN 7 1958

No. 624 - UNBREAKABLE CUTLERY SET

Assorted and colorful **UNBREAKABLE** Knives, Forks, and Spoons. On card. Like the real thing!
PACKED 5 gross.
WEIGHT: 1 lb. per doz.
SUGGESTED RETAIL PRICE: 10c

No. 109 - UNBREAKABLE COWBOYS & INDIANS

Finely detailed Cowboy and Indian figures that stand. Variety of poses. Completely unbreakable. In colorfully printed bag.
PACKED: 5 gross
WEIGHT: 6 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

No. 419 - "CLIMB THE MOUNTAIN" SKILL GAME

Plastic spiral with steel ball enclosed by clear plastic dome — Each on colorful card. Loads of fun getting the ball to climb mountain.
PACKED: 5 gross
WEIGHT: 8 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

No. 408 - WALT DISNEY SKILL GAME

A pill puzzle game. Try to get all 4 steel balls into the grooves. Real Fun! Metal litho base, plastic cover. Each on a card.
PACKED: 5 gross
WEIGHT: 8 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

No. 340 - WALT DISNEY WHISTLE

A caliope whistle, in assorted colors of plastic. Regulate the shrill tone by pulling and pushing the plunger. Each whistle has permanently mounted on it a figure of one of the Walt Disney characters. Each on a card.
PACKED: 5 gross.
WEIGHT: 6 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

No. 23 - UNBREAKABLE JEEP & TRAILER SET

Authentic replica of Jeep and Trailer, with rubber wheels that move! Each set with colorful card in sturdy cello bag.
PACKED: 5 gross
WEIGHT: 7 lbs. per gross
SUGGESTED RETAIL PRICE: 10c

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Design
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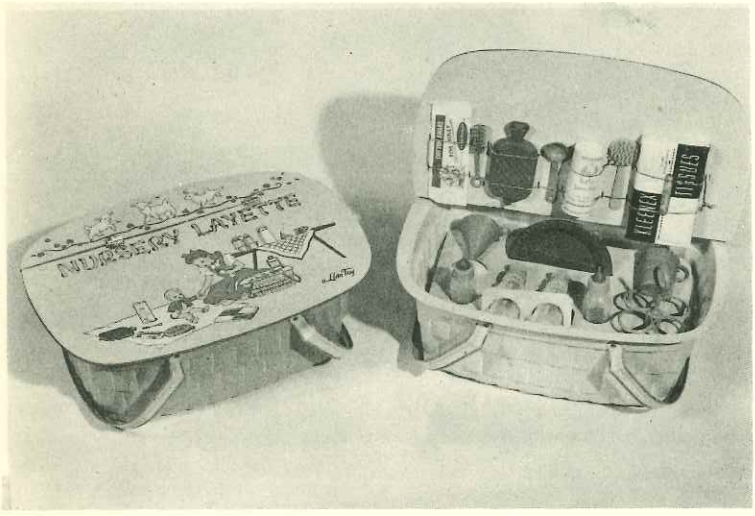
No. 678 — NURSERY LAYETTE SET

A complete set for Dolly — The large basket is artfully crafted of vacuum formed plastic giving a woven effect. The cover is metal hinged and multi-colored in striking artistic shades. Two colorful metal handles are securely riveted to the basket. Contents consist of a 10" Drink n' Wet Doll with movable eyes, hands and legs, three nursing bottles, measuring cup, funnel, bottle brush, hot water bottle with stopper, measuring spoon and scrub brush all of soft unbreakable plastic. Other items included are real mennen baby powder, kleenex and cotton swabs.

Packing — 1/2 dozen to shipper.
Weight — 16 lbs. per dozen.
Suggested Retail Price — $3.98 each set



No. 778 — NURSERY LAYETTE SET

A doll's needs in one basket — The large basket is artfully crafted of vacuum formed plastic, giving a woven effect. The cover is metal hinged, and multi-colored in striking artistic shades. Two colorful metal handles are securely riveted to the basket.
Contents consist of four nursing bottles with nipples, screw caps and discs, bottle holder, measuring cup, funnel, vacuum formed feeding dish, bottle brush, scrub brush, measuring spoon, and hot water bottle with stopper, **ALL OF SOFT UNBREAKABLE MIRACLE POLYETHYLENE PLASTIC** — Other items are **REAL** Mennen's Baby Powder, Kleenex Tissues, and cotton swabs. The basket may be used by the child for many purposes

PACKING: 1/2 doz. to shipper.
WEIGHT: 16 lbs. per doz.
SUGGESTED RETAIL PRICE: $2.98 each set

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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No. 783
WILD WEST RODEO SET -
Completely Unbreakable

DIFFERENT

No. 783 — The way to a young boy's heart. A completely unbreakable set consisting of 2 swivel-action Cowboy and Indian Riders, 2 horses, 1 buffalo, 1 steer and enough fences to make a corral. The riders have removable implements that go in and out of the hands. All enclosed in a clear, sturdy polyethylene bag mounted by a colorful topper.

Packing: 1 dozen inner packing
6 dozen to shipper

Weight: 60 lbs. per gross.

Suggested Retail Price: 98c

EXCITING

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Des 377
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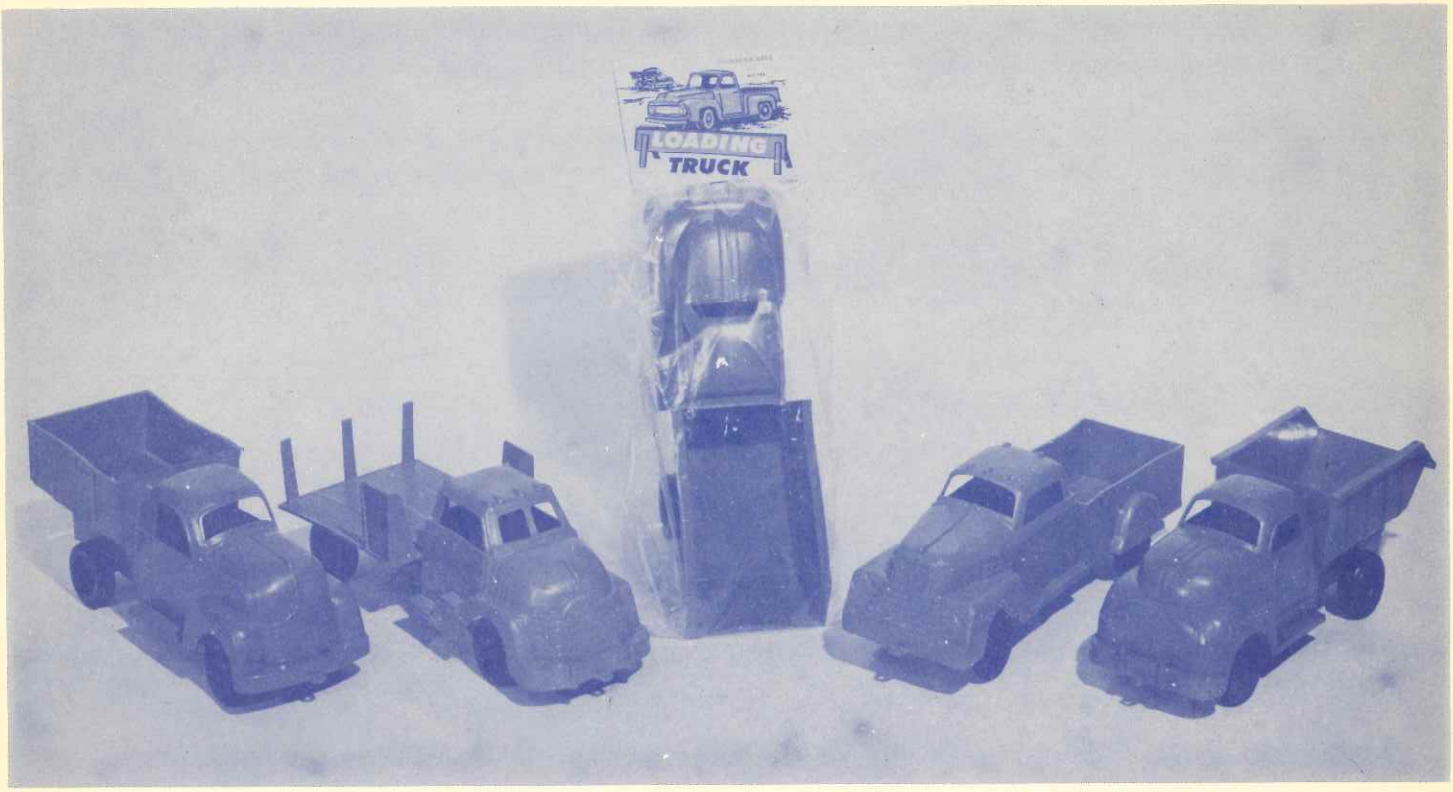

No. 784 — UNBREAKABLE POLYETHYLENE TRUCKS

Four different truck styles made of unbreakable polyethylene plastic in assorted colors. These realistic true-to-life trucks are 9" long with wheels and axles that turn. Each truck is enclosed in a clear, sturdy polyethylene bag mounted by a colorful lithographed topper.

Packing: 3 dozen to shipper
Weight: 25 lbs. per gross

Suggested Retail Price: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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Design

No. 786 — TROOP TRUCK WITH SOLDIERS

An unbreakable plastic assortment of 12 Combat Soldiers together with unbreakable Troop Carrier. The Truck has movable wheels and axles and comes in two styles. Entire set is in olive drab color. Mounted on a multi-colored lithographed card with a self-contained topper. And enclosed in a sturdy transparent poly bag.
PACKING — 1 Dozen to Shipper
WEIGHT — 8 lbs. per Dozen
SUGGESTED RETAIL PRICE — 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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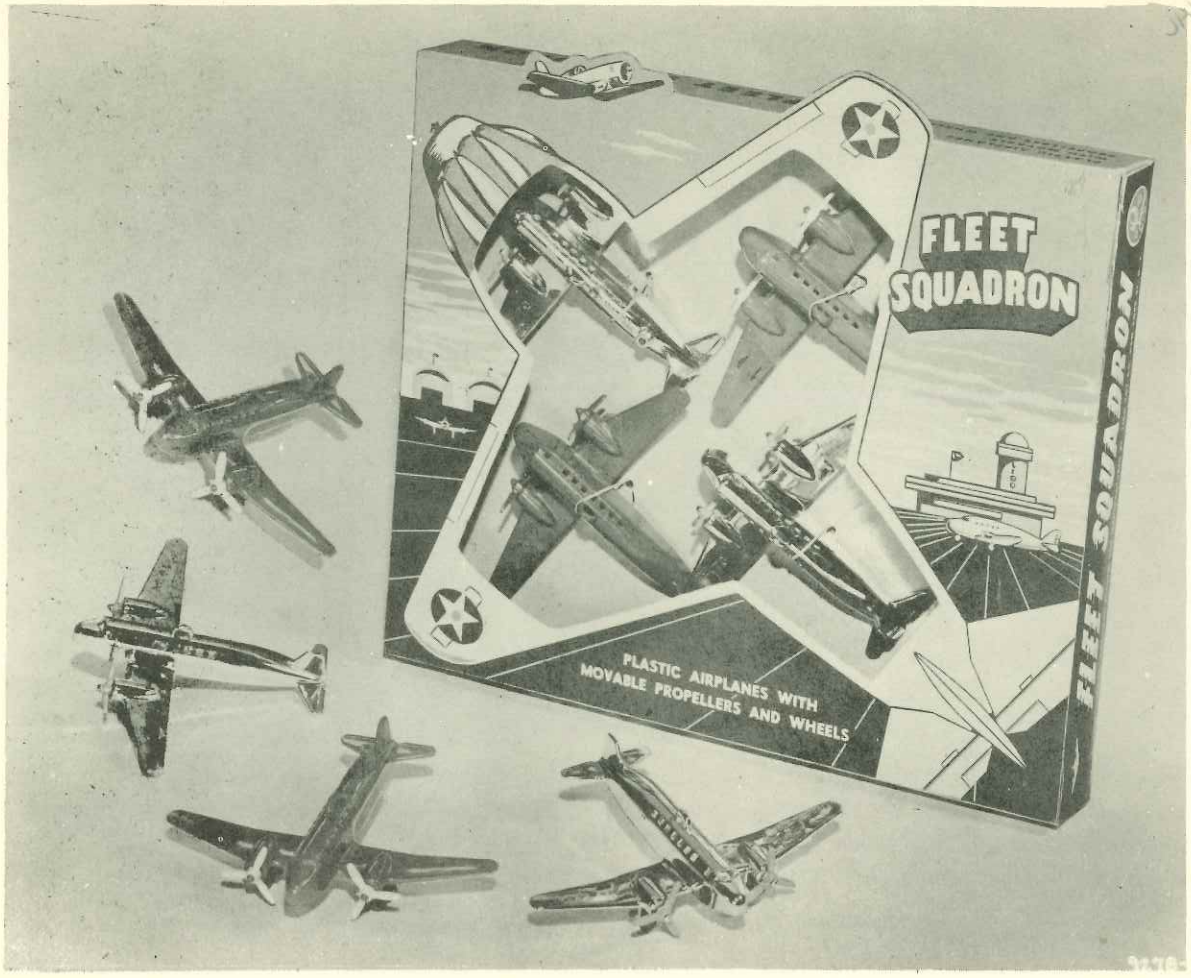
Design
JAN 17 1958



No. 791. Lido Fleet Squadron
Four plastic transport planes with movable propellors and rubber wheels. Packed in colorful window box with model airport cut-outs on back.
Box Size: 9½" x 11½" x 1½".
Weight: 48 lbs. per gross.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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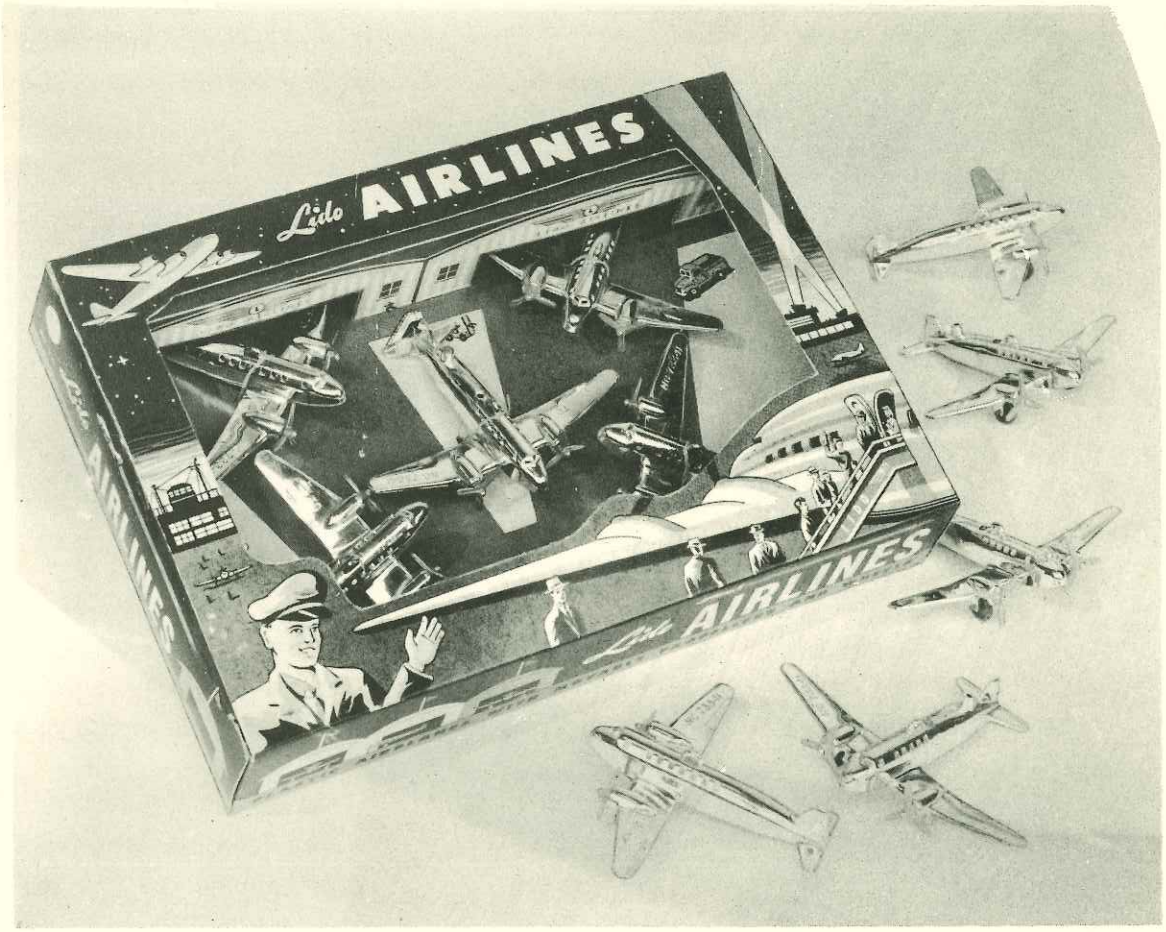
Design

No. 792. LIDO AIRLINES



No. 792. Lido Airlines

A complete air squadron!!! Set of five planes that are plated in varied, bright metallic colors. Packed in beautiful cellophane window box simulating large airport and hangar. Ten modern combat planes printed on back that make wonderful trading cards.

Box Size: 13" x 9¼" x 2". Weight: 84 lbs. per gross.

MEMBER OF TOY MFRS. U.S.A. AMERICAN TOYS

Lido Toys for Girls and Boys

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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JAN 17 1958

No. 801 — UNBREAKABLE HORSE AND RIDER

Medium sized horse and rider made of soft unbreakable plastic. In the colors of the Blue and Gray. Enclosed in a sturdy polyethylene bag with a colorful topper depicting the Confederacy and the Union

PACKING: 1 doz. inner packing — 1 gross to shipper.

WEIGHT: 15 lbs. per gross

SUGGESTED RETAIL PRICE: 29c each bag

No. 802 — MEDIUM SIZED HORSE AND RIDER

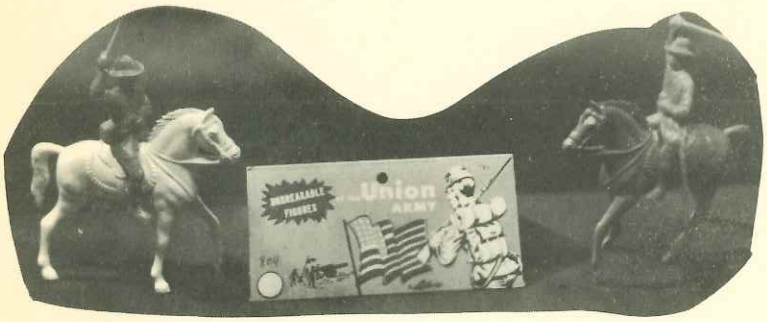
Together with 2 action poised foot soldiers — All in the colors of the north and south and made of soft unbreakable plastic. In clear polyethylene bag mounted by a multi-colored topper. Jam packed with play value.

PACKING: 1 doz. inner packing — 1 gross to shipper.

WEIGHT: 16 lbs. per gross

SUGGESTED RETAIL PRICE: 39c per bag

AUTHENTIC JAM PACKED VALUE



No. 804 — HORSES AND RIDERS

Consists of 2 complete sets of No. 801 (described above) in polyethylene bag with colorful topper.

PACKING: 1 doz. inner packing — 6 doz. to shipper.

WEIGHT: 30 lbs. per gross.

SUGGESTED RETAIL PRICE: 59c each bag

SEPARATE BRIDLE!

REMOVABLE SADDLE!

No. 803 — LARGE UNBREAKABLE HORSE AND RIDER

COMPLETELY UNBREAKABLE! Large horse and rider in the colors of the North and South. Has removable bridle, saddle and weapon to add to play value. Enclosed in strong polyethylene bag mounted with a colorful topper.

PACKING: 1 doz. inner packing — 6 doz. to shipper.

WEIGHT: 30 lbs. per gross

SUGGESTED RETAIL PRICE: 59c each bag

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

Design
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JAN 17 1958
U. S. PATENT OFFICE

No. 812 - UNBREAKABLE PLAY BOTTLES (with CARRIER & TOYS

Six bottles make up this set, with carrier to hold all six.
A sleeve is provided to enclose this large and full of play set.
PACKED: 1 doz. to shipper
WEIGHT: 10 lbs. per doz.
SUGGESTED RETAIL PRICE: $1.98 per set

No. 811 - UNBREAKABLE PLAY BOTTLES with CARRIER AND TOYS

Three half-pint unbreakable plastic bottles with unbreakable and novel polyethylene plastic bottle tops. Included in each bottle are toys to keep the child really busy. The bottles are contained in a carrier, which makes it real fun! The entire set is enclosed in a rectangular, multi-colored sleeve.
PACKED: 1 doz. sets to shipper
WEIGHT: 5 lbs. per doz.
SUGGESTED RETAIL PRICE: 98c each set

No. 813 — Same as number 811 described above except that set without sleeve is enclosed in a clear, sturdy polyethylene bag mounted by a multi-colored topper. Packing — 1 Doz. to Shipper Weight — 5 lbs. per doz. **Suggested Retail Price — 98c**

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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U. S. Patent Office
Design

No. 815 — 2 UNBREAKABLE PLASTIC HALF-PINT BOTTLES —

Made of miracle polyethylene in neutral color. Comes equipped with soft plastic form fitting cover in assorted colors. Can be used by the tots as toys or by Mom to keep those stray pins, buttons, etc. Enclosed in a clear sturdy polyethylene bag mounted by a colorful topper which shows utility bottles on one side and play bottles on the other.

PACKING: 6 dozen to shipper.
WEIGHT: 30 lbs. per gross.
SUGGESTED RETAIL PRICE: 49c

No. 816 — A LARGE QUART BOTTLE OF UNBREAKABLE PLASTIC —

In neutral color. Equipped with a soft plastic snap on lid in assorted colors. Enclosed in a sturdy transparent poly bag. Mounted by a colorful lithographed topper depicting utility usage on one side and play value on the other.

PACKING 3 dozen to shipper.
WEIGHT: 40 lbs. per gross
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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JAN 17 1958

No. 840 — UNBREAKABLE CRADLE AND TUB SET

The way to a little girl's heart. Consists of a 10" soft polyethylene cradle, completely equipped 10" polyethylene bathtub and an 8" drink n'wet poly doll with movable eyes, arms and legs. Also included are an unbreakable nursing bottle and hot water bottle. Contained in an attractive multi-colored two piece window box this set will provide many hours of play for the young mother.

Packing: Dozen to Shipper.
Weight: 8 lbs. per dozen.
Suggested Retail Price: $1.98

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

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Design

No. 845 — NURSERY ROOM SET —

All-in-one package to delight the heart of any girl. Consists of the following unbreakable soft polyethylene plastic items: Carriage with movable wheels and hood, folding playpen, 10" rocking cradle, with lithographed mattress, completely equipped 10" bathtub, rocking hi-chair with movable parts and removable chamber pot, two 8" drink 'n wet dolls with movable eyes, arms and legs, two nursing bottles, red hot water bottle with stopper and bottle brush. Packaged in an attractively colored corrugated box.

PACKING: 1/2 dozen to shipper.
WEIGHT: 25 lbs. per dozen.
SUGGESTED RETAIL PRICE: $4.98

UNBREAKABLE!

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

JAN 1 1958
Design

No. 851 — UNBREAKABLE BATHINETTE AND DOLL SET —
A completely unbreakable soft polyethylene plastic bathinette that can be opened, closed and folded just like the real thing. Comes equipped with a colorfully decorated recessed vinyl tub affair where dolly can be washed. Also included is a soft polyethylene drink 'n wet doll with movable eyes, arms and legs. Enclosed in an attractive multi-colored one piece window box.

PACKING: 1 dozen to shipper.
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.29

No. 850 — Same as number 851 above without the doll.
PACKING: 1 dozen to shipper.
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
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U. S. PATENT OFFICE

No. 915 - RING TOSS - BLISTER PACKAGED SET

(A COMPETITIVE SPORT)

One of the great national pastimes has come to life with a Lido innovation.
This Ring Toss Set is completely unbreakable. Made of the miracle polyethylene plastic. Consists of two 3 piece stakes, rings, and horseshoes. Hours of fun both for indoors and outdoors. All attached by unique blister packaging to a multi-colored and attractive card.
PACKING: 1 doz. to shipper. WEIGHT: 5½ lbs. per doz.

Suggested Retail Price: 98c

UNBREAKABLE! **DURABLE!**

No. 912 - RING TOSS CARDED SET

Component parts are identical to those in No. 914 above, except that this set contains less pieces. All mounted on attractive lithographed display card with colorful top piece and enclosed in a sturdy and clear polyethylene bag. — A wonderful rack or counter item.
PACKING: 1 doz. inner pack, 6 doz. to shipper. Weight: 3½ lbs. per doz.

Suggested Retail Price: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

11

Design
JAN 17 1958

No. 918 - CHALK & CRAYON SLATE

Magic!

Educational!

The frame is made of plastic in assorted colors. The outer borders of the frame, contain the numerals from 1 to 10, and the entire alphabet.
The slate or board is white on one side and black on the other. Boxes of chalk and crayon are included with the set, and by writing with either on any of the two sides of the slate, it is easily erased with felt cloth which is also made part of the set. Re-usable time and again, it never wears out. Educational, teaches alphabet and numerals. Enclosed in sturdy polyethylene bag, and mounted with hole-punched and colorful topper. A great item for the rack or counter!
PACKED: 6 doz. WEIGHT 20 lbs. per gross.

SUGGESTED RETAIL PRICE: 39c

TOY MFR'S. U.S.A.
AMERICAN TOYS

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Design
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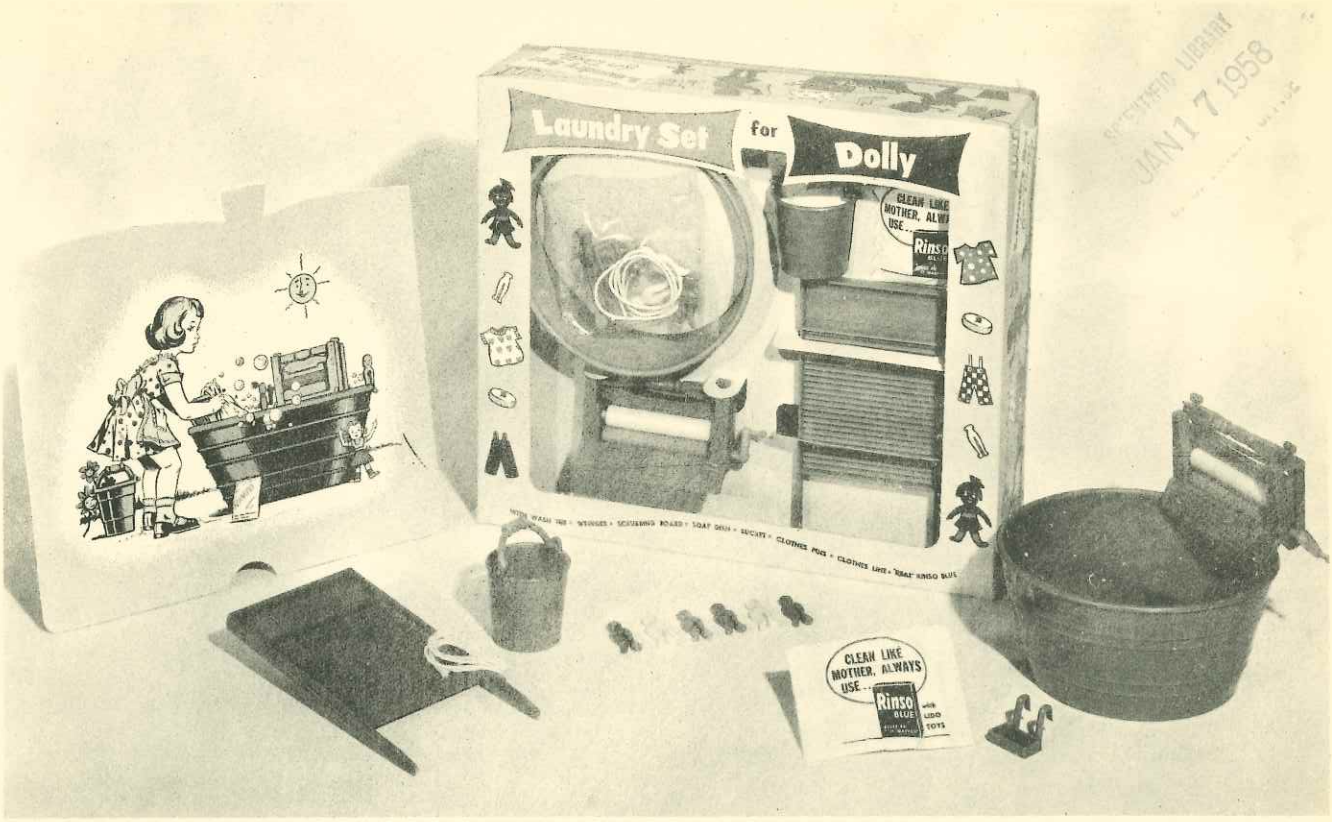

NO.: 920 — UNBREAKABLE LAUNDRY SET

Now mom's little helper can also wash her doll's clothes in her own laundry set. Comes equipped with a wash tub, wringer that actually works and wrings clothes dry, scrubbing board, bucket and soap dish **All of unbreakable soft plastic** in assorted colors. Also included are a clothesline and a packet of real Rinso Blue. A terrific item appealing to doll owners. Packaged in an attractive two piece cellophane box that comes with a removable protective cover for the window.

PACKING: 1 dozen to shipper.
WEIGHT: **7 lbs. per dozen.**
SUGGESTED RETAIL PRICE: $1.29

No. 921 — UNBREAKABLE LAUNDRY SET

A set similar to the number 920 described above but all the items are attached to a multi-colored lithographed card with a self contained topper and enclosed in a clear, sturdy polyethylene bag.

PACKING: 1 dozen to shipper.
WEIGHT: 6½ lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.29

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Design
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No. 922 - MR. ANYBODY

A clever and versatile toy which gives endless hours of enjoyment!
Different types of plastic noses, mouths, and hats. Also has ears, hands, shoes, and a pipe. In assorted colors. All of these parts are to be attached to the plastic body, and the Styrofoam face. When tired of using the Styrofoam, then go to fruits and vegetables for the face portion. No instructions required. It's all so very simple! Mounted on a multi-colored card. With self contained topper that hugs a clean polyethylene bag. NO PILFERAGE!

PACKING: 3 doz. to shipper.
WEIGHT: 2 lbs. per doz.

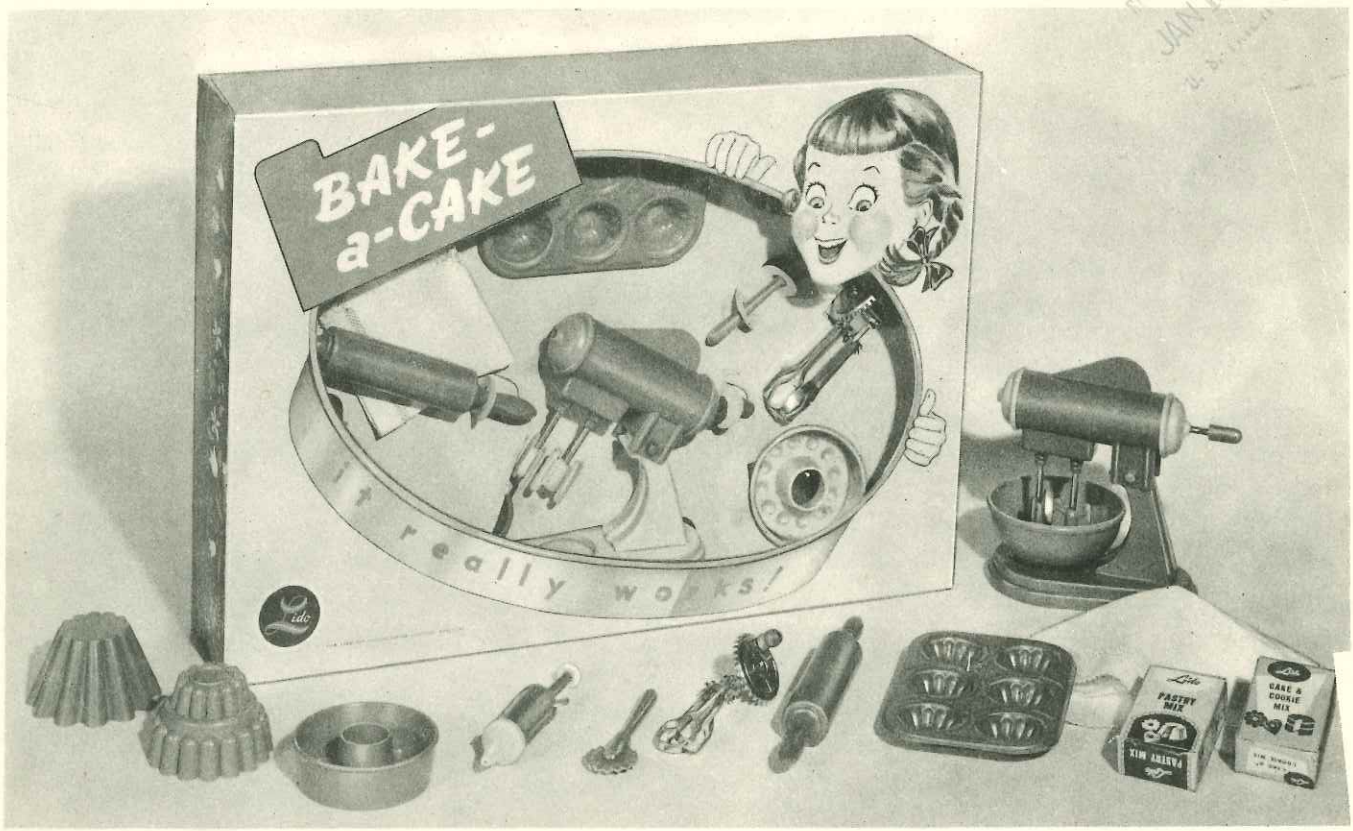
SUGGESTED RETAIL PRICE: 59c

No. 1624P - LITTLE HOSTESS TEA SET

Unbreakable Miracle Plastic Cups and Saucers, with plastic knives, forks, and spoons. Assorted colors. Included in strong polyethylene bag with attractive multi-colored card — Great rack item!
PACKED: 1 gross per shipper, WEIGHT 20 lbs. per gross.
PRICE: 29c suggested retail

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
JAN 17 1958



No. 927 — DELUXE BAKE SET —

Here's a real set that will occupy many hours of Mother's Little Helper. Consists of a mixer complete with bowl, cake decorator, muffin molds, rolling pin, ring cake mold and pie crust trimmer. All of heavy, durable plastic in assorted colors. Also included are a dish cloth, vacuum formed plastic cup cake mold, egg beater and 2 dummy boxes called "Cake & Cookie Mix" and "Pastry Mix". Attractively packaged in a multi-colored two piece cellophane window box.

PACKING: 1 Dozen to Shipper.
WEIGHT: 10 lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.98

No. 926 — BAKE SET —

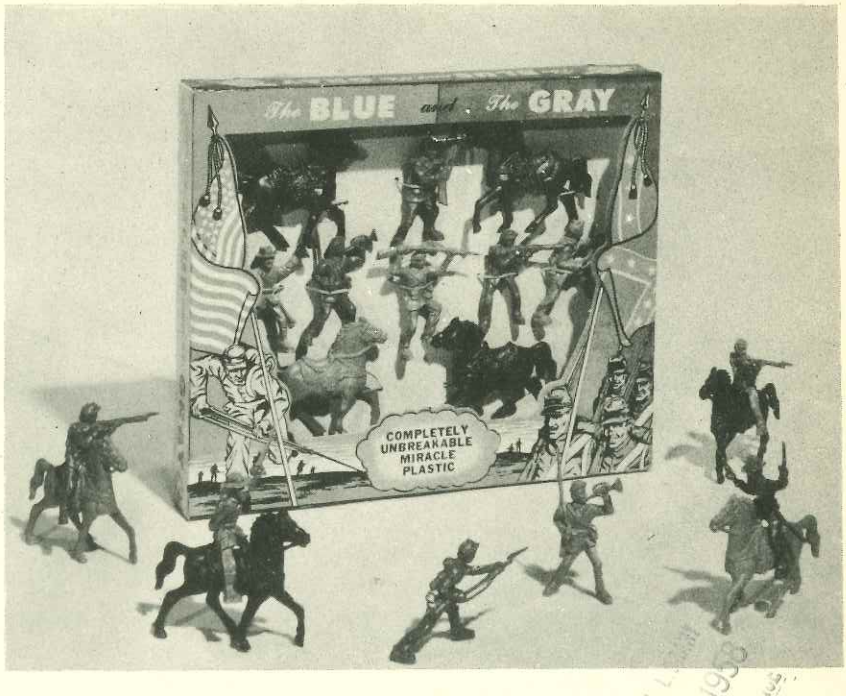
Same set as No. 927 above without mixer and dishcloth.

PACKING: 1 Dozen to Shipper.
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design

AUTHENTIC COMPLETELY UNBREAKABLE



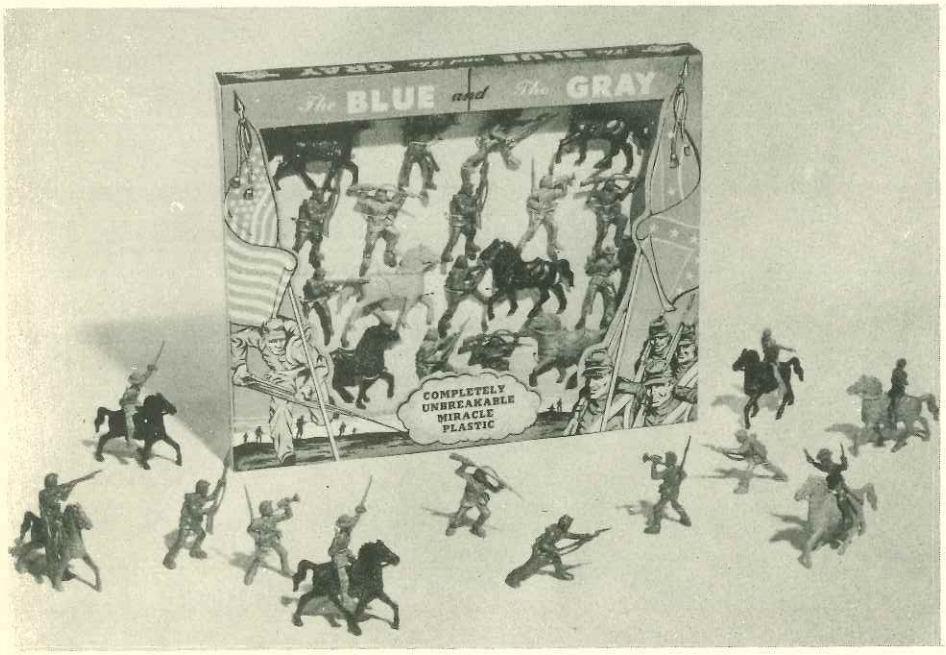
No. 930 - NORTH AND SOUTH SOLDIER SET (The Blue and The Gray)

A very attractive set of soldiers and horses, **completely unbreakable made of soft polyethylene plastic.** — The soldiers and officers are authentic to the finest detail, with both North and South being represented. — The window box is beautifully done, in blue and gray, — This set is action packed, —and real value!

PACKING: 3 doz. — WEIGHT: 4 lbs. per doz.
Suggested Retail Price: 59c each set.

HORSES
STANDING FIGURES
RIDERS

JAM PACKED VALUE!



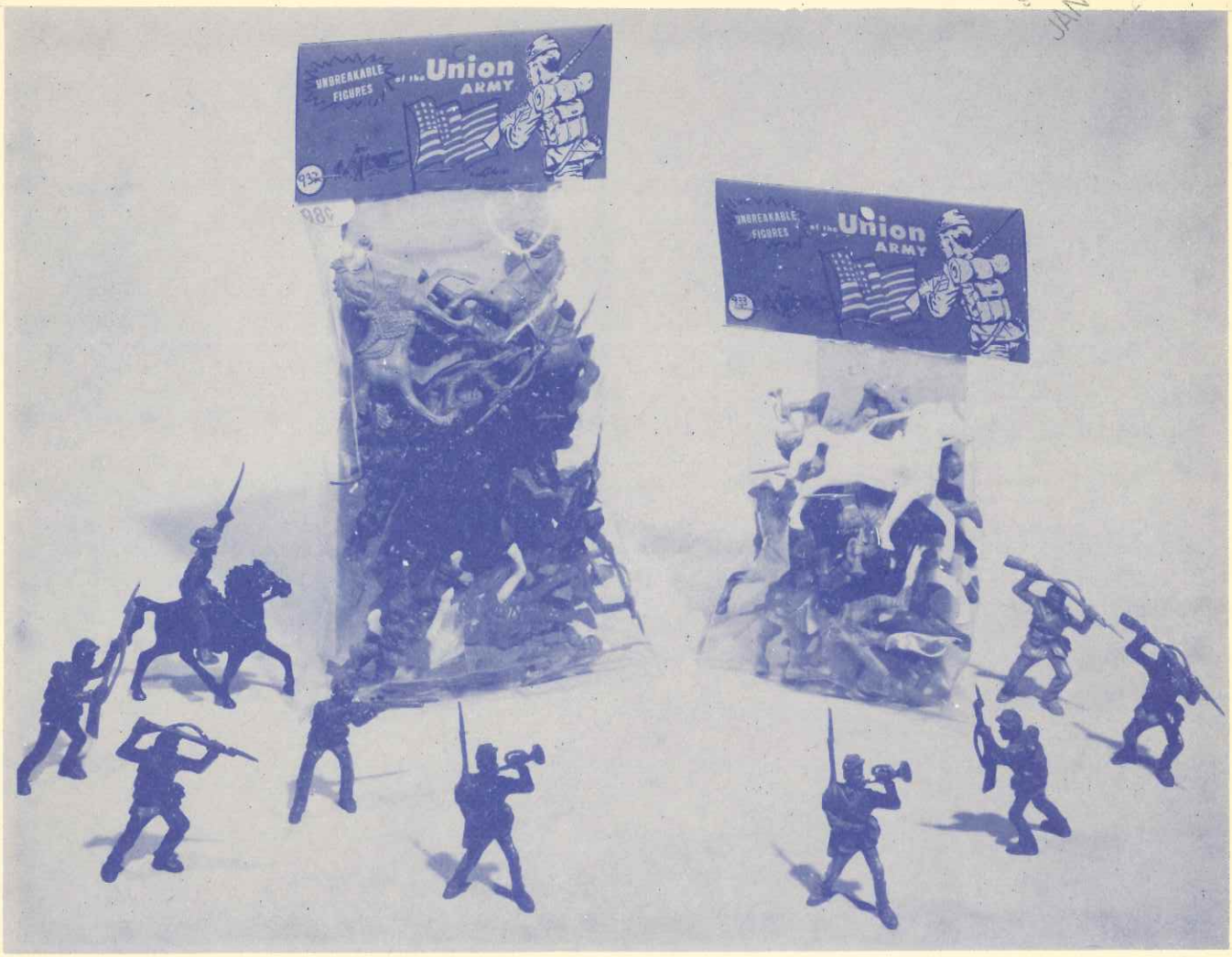
No. 931 - NORTH AND SOUTH SOLDIER SET (The Blue and The Gray)

A larger version of the No. 930 shown above—more horses, soldier figures and riders.

PACKING: 1 doz. — WEIGHT: 7 lbs. per doz.
Suggested Retail Price: 98c each set.

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
JAN 17 1958



No. 932 — NORTH AND SOUTH FIGURES —

Completely unbreakable horses, riders and action packed figures representing the Blue of the North and the Grey of the South. A must for every young general's soldier collection. Enclosed in a clearly sturdy polyethylene bag mounted by a colorful topper depicting the Union on one side and the Confederacy on the other

PACKING: 6 dozen to shipper.
WEIGHT: 60 lbs. per gross.
SUGGESTED RETAIL PRICE: 98c

No. 933 — A smaller version of the No. 932 above. Containing less pieces.

PACKING: 6 dozen to shipper.
WEIGHT: 40 lbs. per gross
SUGGESTED RETAIL PRICE: 59c

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

Design
JAN 7 1958

No. 942 - Junior Barber Shop Set with REAL MENNEN PRODUCTS

Harmless!

Safe!

Endless hours of safe play for Junior. This will help in teaching him good habits for cleanliness.

Consists of scalp stimulator, comb, nail buff, orange stick, scissors, razor, clippers, with moving parts and shaving brush. All made of colorful plastic. Also **REAL MENNEN PRODUCTS**, not just dummy packages, lather shave, talcum, and hair creme.

All items are mounted securely on a very attractive display card with multi-colored top piece which is hole punched. All enclosed in a sturdy and clear polyethylene bag. Tremendous impulse seller for counter, and display rack.

PACKING: 1 doz. inner packing, 3 doz. to shipper.

WEIGHT: 3½ lbs. per doz.

SUGGESTED RETAIL PRICE: 59c

MEMBER OF TOY M'F'RS. U.S.A. TRADE MARK
AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY 321 Rider Avenue, New York 51, N. Y.

JAN 17 1958
Design

No. 944 - BEAUTY SALON SET with REAL DAGGETT & RAMSDELL BEAUTY PRODUCTS

Endless hours of play for the Little Miss. This set has everything! Bobby Pins in finisihed plastic vial, mirror, clippers with movable parts, nail buff, orange stick, emery boards, scissors, comb and brush. All in attractively colored plastic. In addition, included with the set, are one bottle each of **DAGGETT & RAMSDELL'S FAMOUS PRIMROSE HOUSE COLOGNE BOUQUET and WITCHERY.** Talk about value, — This is it!

All items mounted on a multi-colored, lithographed display card, with self contained, hole-punched topper. Enclosed in sturdy polyethylene bag.

PACKED: 3 Doz. WEIGHT: 40 lbs. per gross.

SUGGESTED RETAIL PRICE: 59c each set.

TOY M'F'RS. U.S.A. AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

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Design
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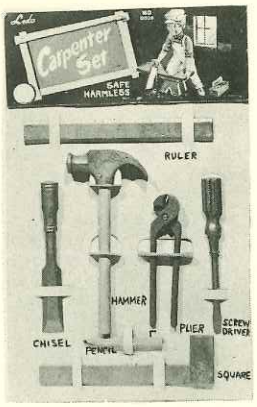
No. 952C - UNBREAKABLE CARPENTER SET

Tremendous Play Value!



SAFE! HARMLESS!

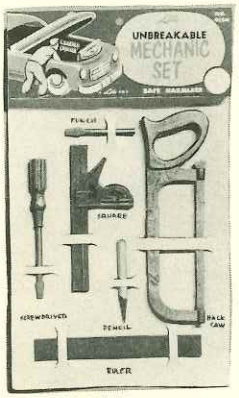
Completely unbreakable plastic—chisel, ruler, hammer, pliers, screw driver, right angle square,—and pencil—Hammer handle is a wooden dowel. Assorted colors mounted on a die-cut, multi-colored card with topper, and enclosed in clear polythylene bag.

Completely unbreakable plastic—wrench, hatchet, saw, awl, file,—and a pencil. The hatchet handle is a sturdy wooden dowel. Assorted colors—Mounted on a die-cut and colorful card with self contained topper and enclosed in strong polythylene bag

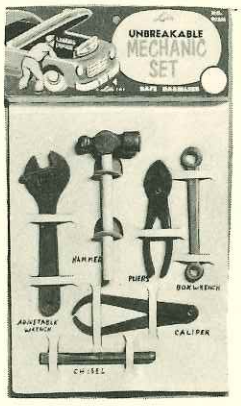
PACKING: 1 doz. inner packing, 1 gross assorted to shipper (1/2 gross **EACH STYLE**)
WEIGHT: 30 lbs. per gross
SUGGESTED RETAIL PRICE: 49c each card.

No. 952M - UNBREAKABLE MECHANIC SET

As Real As Could Be



THE LITTLE BOY'S DO-IT-YOURSELF KIT!



Consisting of punch, screw-driver, square, hack saw, ruler and pencil—mounted on die-cut card, and in polyethylene bag.

Consists of adjustable wrench, hammer with wooden dowel handle, pliers, box wrench, calipers, and chisel. On card, enclosed in polythylene bag.

PACKING: 1 doz. inner packing, 1/2 gross **EACH STYLE** to shipper.
WEIGHT: 30 lbs. per gross
SUGGESTED RETAIL PRICE: 49c each card

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Design
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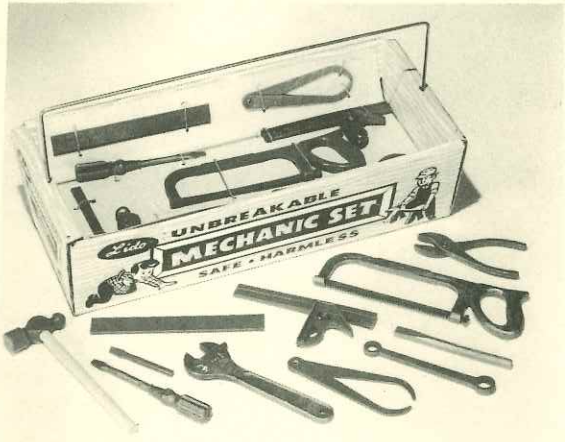
U. S. PATENT OFFICE

No. 953C - UNBREAKABLE CARPENTER SET

A complete carpenter's tool chest, with all pieces made of soft, unbreakabe polyethylene plastic, in assorted colors. Each tool looks as authentic as the real thing—Hammers, awl, chisel, saw, movable pliers, and so many other items. Making for so many, many hours of play for the child. The set of tools is affixed to a platform which is inserted in a sturdy and colorful corrugated box with metal handle, simulating a real carpenter's tool box. Each set will have a cover to keep the pieces clean and neat.
PACKING: 1 doz. to shipper.
WEIGHT: 65 lbs. per gross
SUGGESTED RETAIL PRICE: 98c



No. 953M UNBREAKABLE MECHANIC SET

Styled as the Carpenter Set above, excepting tools are those of the Mechanic—such as hack saw, box wrench, adjustable wrench, and many others.
PACKING: 1 doz.
WEIGHT: 65 lbs. per gross
SUGGESTED RETAIL PRICE: 98c

SAFE! HARMLESS!

DURABLE! ENDLESS HOURS OF PLAY!

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Design
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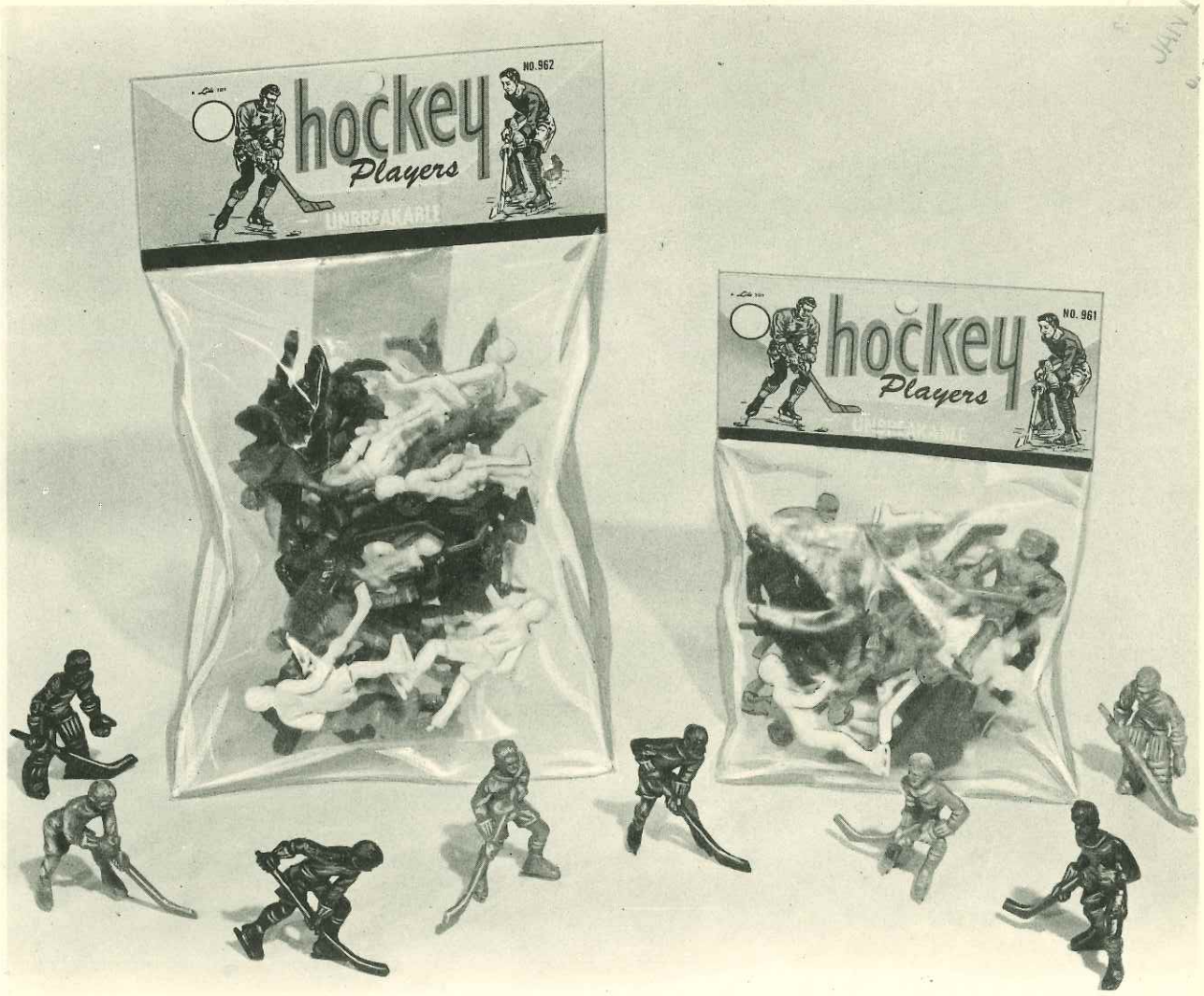

No. 962 — UNBREAKABLE HOCKEY PLAYERS —
Soft polyethylene plastic action packed standing hockey players in assorted colors. Enclosed in a clear, sturdy poly bag mounted by a colorful lithographed topper.

PACKING: 6 dozen to shipper.
1 dozen inner packing.
WEIGHT: 5 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c

No. 961 — Same as number 962 described above with less pieces.
PACKING: 6 dozen to shipper.
1 dozen inner packing.
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: 59c

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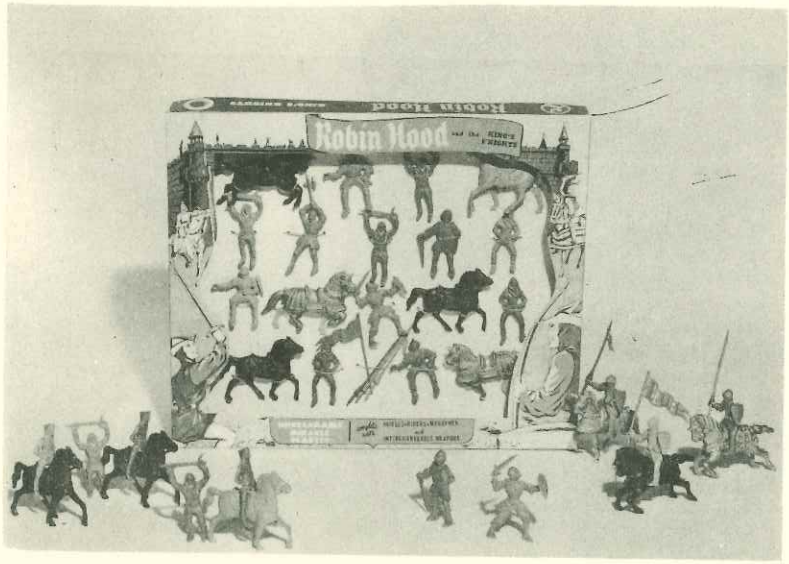
Design

JAN 17 1958

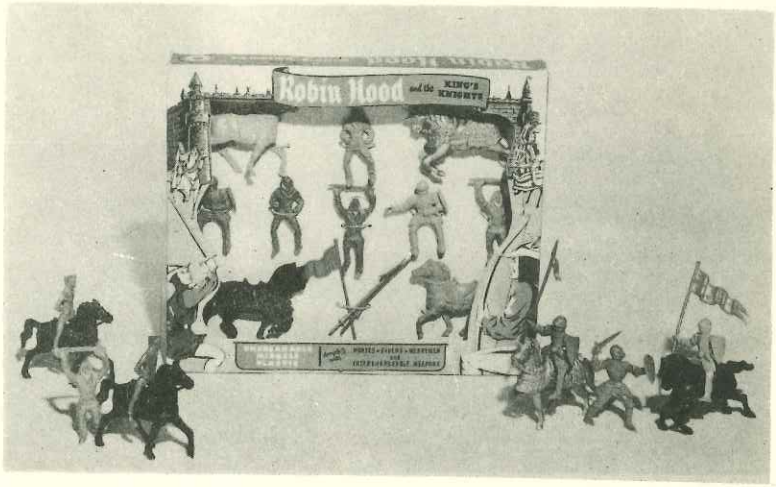
GRAB 'EM WHILE THEY'RE HOT!

SHADES OF SHERWOOD FOREST!



No. 971 - ROBIN HOOD SET

Robin Hood Riders and Figures, Merrymen, Knight Riders and Figures — Regular Mounts and Chargers of days of old! Implements of battle included. All contained in a colorful two-piece window box.
PACKED: One Doz. to shipper.
WEIGHT: 6 lbs. per Doz.
SUGGESTED RETAIL PRICE: 98c each set



No. 970 - ROBIN HOOD SET

Smaller version of the No. 971. Same Riders and Figures, Merrymen, Chargers and Mounts. Completely unbreakable.
PACKING: 3 Doz. to shipper.
WEIGHT: 4 lbs. per Doz.
SUGGESTED RETAIL PRICE: 59c each set

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No. 973 — ROBIN HOOD AND THE KINGS KNIGHTS —

Completely unbreakable horses, knight riders with removable battle implements, robin hood riders and figures in assorted colors. The stories of yesteryear can once again be relived with these finely detailed figures. Enclosed in a sturdy transparent bag mounted by a multi-colored lithographed topper.

PACKING: 6 dozen to shipper.
WEIGHT: 60 lbs. per gross.
SUGGESTED RETAIL PRICE: 98c

No. 974 — A smaller version of the No. 93 above. Containing less pieces.

PACKING: 6 dozen to shipper.
WEIGHT: 40 lbs. per gross
SUGGESTED RETAIL PRICE: 59c

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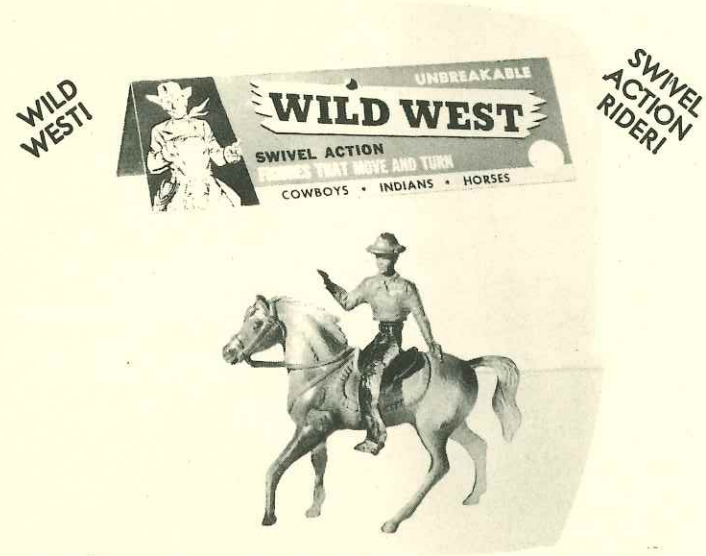
Design



NO. 980 UNBREAKABLE HORSE AND SWIVEL RIDER

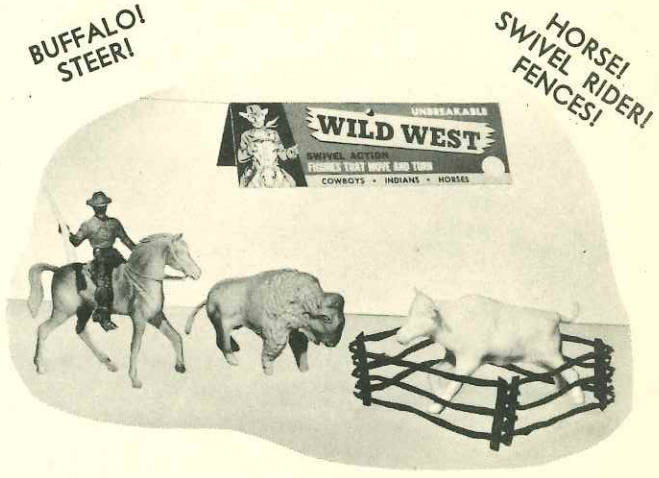
Medium sized horse and swivel action cowboy or indian rider, with weapon. All unbreakable and in assorted colors. The rider turns and moves at the waist, and is action packed for play value. All enclosed in sturdy and clear polyethylene bag, which is topped with multi-colored saddle—Assorted colors.
PACKING: 1 doz. inner packing,—1 gross to shipper
WEIGHT: 15 lbs. per gross
SUGGESTED RETAIL PRICE: 29c each bag.

NO. 981 LARGE UNBREAKABLE HORSE AND SWIVEL RIDER

Large Swivel action cowboy or indian rider, that turns at the waist, with gigantic western horse. Bridle and saddle are separate pieces making for so much more additional play value—cowboy hat and weapon included. In assorted colors. **COMPLETELY UNBREAKABLE! Enclosed** in strong polyethylene bag, mounted with colorful topper
PACKING: 1 doz. inner packing, 1 gross to shipper
WEIGHT: 30 lbs. per gross
SUGGESTED RETAIL PRICE: 59c each bag

NO. 982—HORSES AND SWIVEL RIDERS

Consists of 2 complete sets of No. 980 (described above) in a polyethylene bag, with colorful topper.
PACKING and WEIGHT same as 981.
SUGGESTED RETAIL PRICE: 59c each bag.



NO. 983—UNBREAKABLE WILD WEST SET

Unbreakable and realistic!—Western Horse and swivel action rider with weapon, Buffalo, steer, and corral fences —Jam-packed with value! A tremendously full package for only 59c! In polyethylene bag with topper.
PACKING: 1 doz inner packing, 1 gross to shipper.
SUGGESTED RETAIL PRICE: 59c each bag.

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

Design

JAN 7 1958

No. 995 — PARTY TIME TEA SET —

A perfect gift for the little hostess. Consists of two complete table settings together with server, sugar bowl, creamer and salt and pepper shakers. Made in assorted colors of unbreakable soft plastic and enclosed in an attractive multi-colored lithographed cellophane window box.

Packing — 3 dozen to shipper.
Weight — 25 lbs. per gross.

Suggested Retail Price — 59c

No. 996 — A larger version of the above with more pieces.

Packing — 1 dozen to shipper.
Weight — 5 lbs. per dozen.
Suggested Retail Price — 98c

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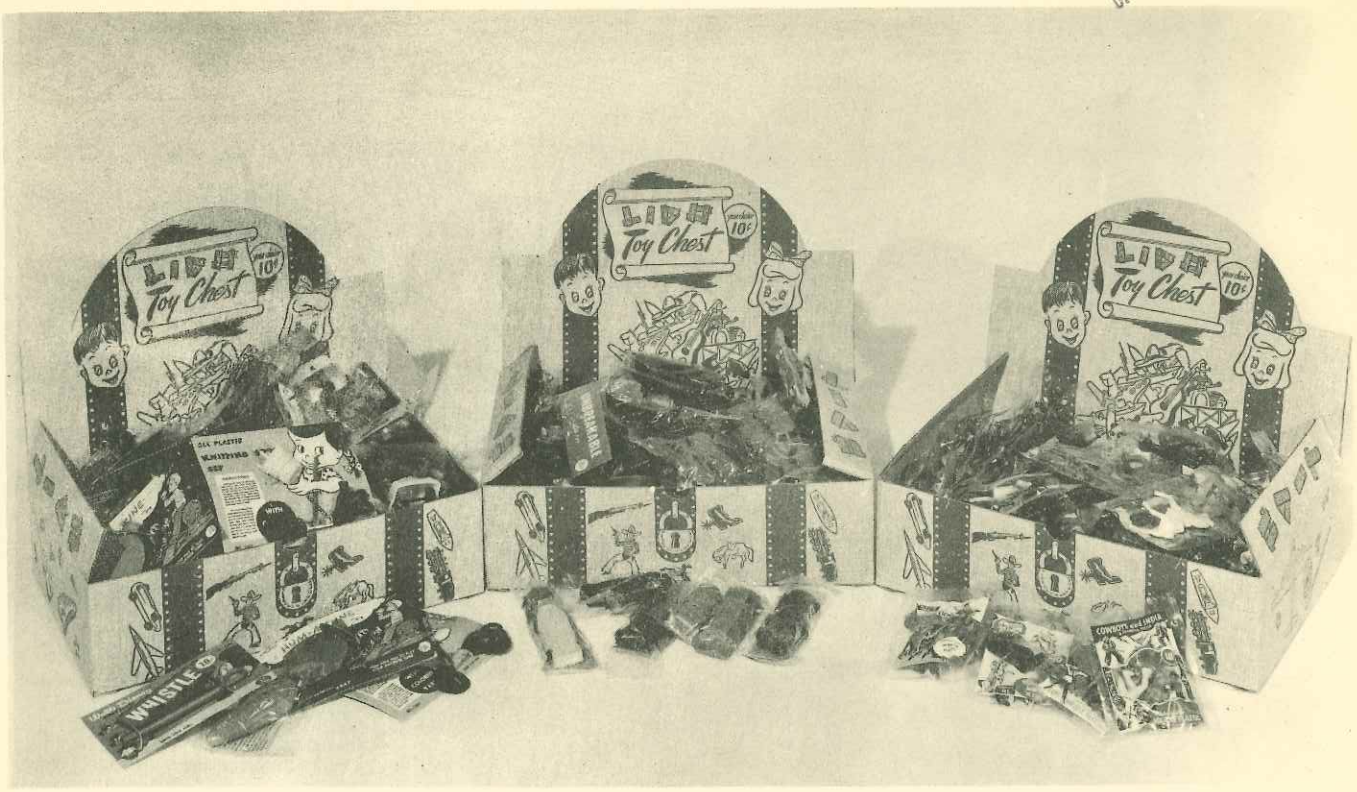

No. 1000 — TOY CHEST —

A colorfully decorated corrugated display box containing 6 dozen assorted 10c toys. Excellent for counter display and these items will move like "hot-cakes".

Packing — 10 displays to shipper.
Weight — 4 lbs. per display.

No. 1001 — VEHICULAR TOY CHEST —

Assortment — Same display box as number 1000 but contains 6 dozen assorted vehicles with movable wheels and each car retailing for 10c.

Packing — 10 displays to shipper
Weight — 4 lbs. per display

No. 1003 — BAGGED HORSE and RIDER ASSORTMENT —

Identical toy chest as above but contains 6 dozen assorted bagged 10c Horse and Rider assortment. Such fast moving numbers as the 260 swivel rider and the 106 are included.

Packing — 10 displays to shipper.
Weight — 5 lbs. per display.

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JAN 17 1958
Design

No. 1064

WALT DISNEY CHARACTER TRACING SET

Walt Disney Characters in large attractively colored plastic forms designed for tracing on paper. Each character can be mounted on a plastic insert by itself. Complete with safe plastic scissors, crayons, pencils and paper. All included in a beautiful multi-colored two-piece set up box . . . Hours of fun for the youngsters of all age groups.
Price: Retail *$1.00
Packing: 1 dozen to shipper, weight 7 lbs per dozen.

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY **321 Rider Avenue, New York 51, N. Y.**

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U. S. Industrial Design

WALT DISNEY CHARACTER STENCIL AND TRACING SETS

No. 1065 — Walt Disney Character Stencil Set — Plastic stencils which when traced, show characters of the Walt Disney family. Box of colorful crayons supplied with the set, all included in strong polyethylene bag, enclosed with is a most colorful card, holed for rack item.
PACKED: 6 doz. to shipper, Weight: 30 lbs. per gross
PRICE: 39c suggested retail east of Rockies)

No. 1066 Walt Disney Character Tracing Set — Large plastic Disney figures with crayons and stands to hold plastic figures. A versitile set because figures can be used for tracing and also placed in stands.
PACKED: 6 dozen to shipper, Weight 30 lbs. per gross
PRICE: 39c suggested retail .

No. 1067 — 1065 and 1066 — Packed in equal quantities to the Shipper.

No. 1089 - KNITTING SPOOL SET

Yarn, Plastic spools and needles, all mounted on colorful card, inserted in polyethylene bag . . . Natural rack item.
PACKED: 6 dozen to shipper, WEIGHT 15 lbs. per gross
PRICE: 29c Suggested retail

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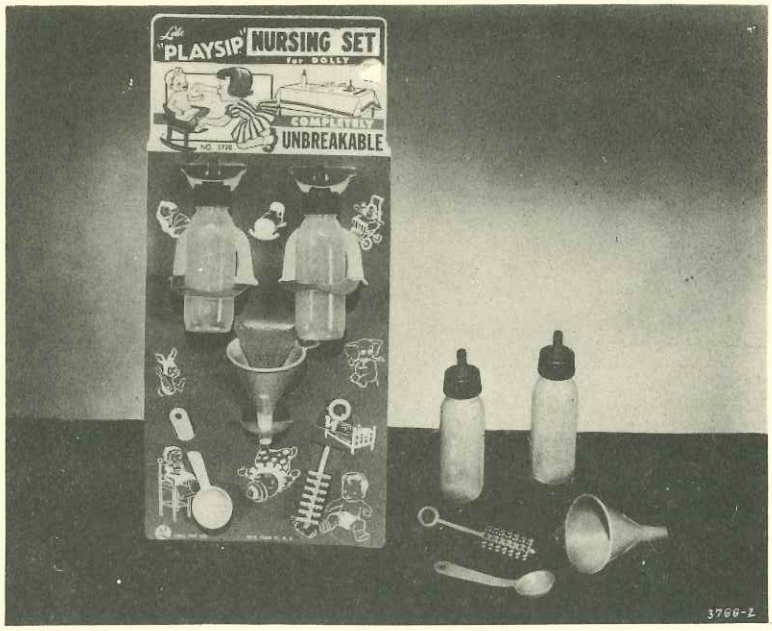
JAN 17 1958
Design



No. 3720 - "PLAYSIP" NURSING SET FOR DOLLY

COMPLETELY UNBREAKABLE set with hexagonal nipples bottles with discs and screw caps, funnel, brush and measuring spoon . . . mounted on attractive, multi colored, lithographed display card . . . Terrific for both counter and rack.

PACKED: 6 doz. to shipper.

WEIGHT: 24 lbs. per gross.

SUGGESTED RETAIL PRICE: 39c

No. 1081 - KNITTING SET

Consists of plastic spool, needle and colored yarn on printed card. Ideal for boys and girls.

Weight:

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Design

No. 1100 — BOXED FIGURE ASSORTMENT —

Consists of 2 pieces each of the following items: No. 573 Spirit of 1776, 595 Foreign Legion, 931 Blue and Gray, 971 Robin Hood, 262 Swivel Frontier and 90 Soldiers. All figures, horses and riders of soft unbreakable polyethylene plastic and are enclosed in attractive multi-colored two piece window boxes of equal size.

PACKING: 1 dozen to shipper.
(2 pieces each item)
WEIGHT: 8 lbs. per dozen.
SUGGESTED RETAIL PRICE: 98c per box

No. 1200 — Small version of the above and consists of 6 pieces each of the following numbers 572, 594, 930, 970, 261 and 89.

PACKING: 3 dozen to shipper.
(6 pieces each item)
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: 59c per box

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Design

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No. 4050 - DART GUN SET

Plastic dart gun, with three plastic darts tipped with suction cups. Pliofilm bagged, and included is multi-colored card with printed target and place to keep score.
PACKING: 6 doz. to shipper: 4 lbs. per doz.
Suggested Retail Price: 49c

No. 1435 — WALT DISNEY CHARACTER TARGET SET

Consists of one gun and 2 darts tipped with rubber suction cups . . . also included is a colorful lithographed metal target showing members of the Walt Disney Crowd, such as Mickey Mouse, Pluto, etc. Enclosed in a sturdy, transparent polyethylene bag mounted by a multi-colored topper.
PACKED: One dozen.
WEIGHT: 8 lbs. per dozen.
SUGGESTED RETAIL PRICE: 79c

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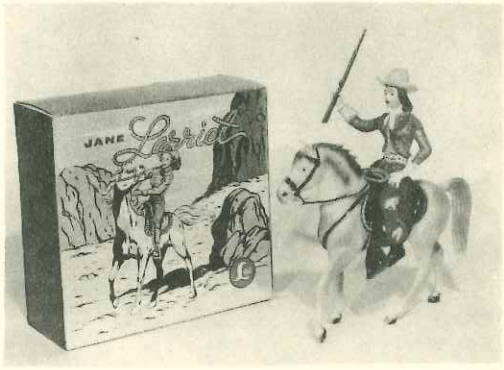
Design

SERIES OF FOUR STATUETTE SIZE WESTERN HORSES and RIDERS

Measurements: Horses - 9" Long, 7½" High
Riders - 7½" High, 6" Wide

NO. 1640 — RODEO RANGER

Horse, cowboy rider, cowboy hat, gun accessories. All ornately decorated—tissue wrapped, in multi-colored, lithographed box.

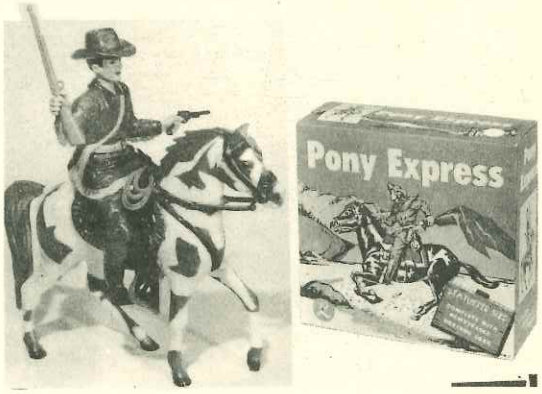


NO. 1642 JANE LARRIET

A life-like cowgirl with horse, beautifully detailed, and with interchangeable gear. Tissue wrapped in colorful and attractive box.

NO. 1643 — CHIEF RED CLOUD

Solemn-faced Indian painted for warfare in complete interchangeable regalia. The authentic horse as ridden by Indian warriors is magnificant! — Each set tissue wrapped, in strikingly colored box.



NO. 1644 PONY EXPRESS RIDER

This rider was fashioned and styled to the utmost degree, to the Pony Express Riders that blazed their way through the West. With his buckskin clothes, powder horn and dispatch bag, hat, rifle and other accessories. Horse and rider all lavishly painted, and in colorful box.

THESE SETS ARE MADE OF SUPER-HIGH IMPACT PLASTIC! DROP THEM AND NO BREAKAGE!
PACKED: 1 doz. to shipper. WEIGHT: 4 lbs. per doz. **SUGGESTED RETAIL PRICE:** $1.98 per set

LIDO TOY COMPANY

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Design

No. 1646 — ROYAL MOUNTIE —
An ornately decorated statuette made of heavy durable plastic in the colors of the famous Canadian Royal Mounted Police. Statuette measures 7½" high, 5" wide and comes equipped with removable hat. Horse stands 7½" high, 9" long and is lavishly painted. Each set is tissue wrapped and enclosed in an attractive multi-colored lithographed box.

PACKING: 1 dozen to shipper.
WEIGHT: 4 lbs. per dozen.
SUGGESTED RETAIL PRICE: $1.98 per set

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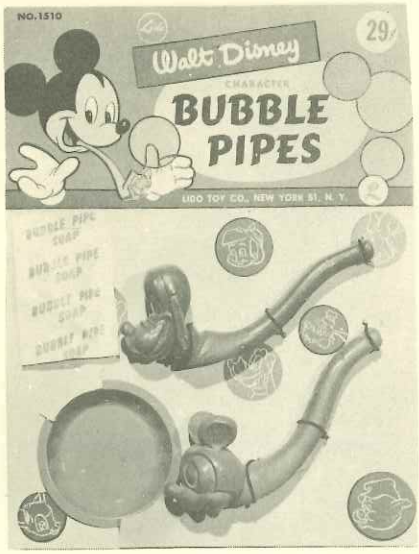
JAN 17 1958
Design



No. 1510 - WALT DISNEY BUBBLE PIPE SET

Walt Disney Character faces molded in attractive plastic Bubble Pipes. Two pipes, bubble pipe soap, and a metal pan to each set. Mounted on a multi-colored die-cut card, and enclosed in a sturdy polyethylene bag.
PACKED: 1 gross to shipper. WEIGHT: 20 lbs. per gross.

SUGGESTED RETAIL PRICE: 29c

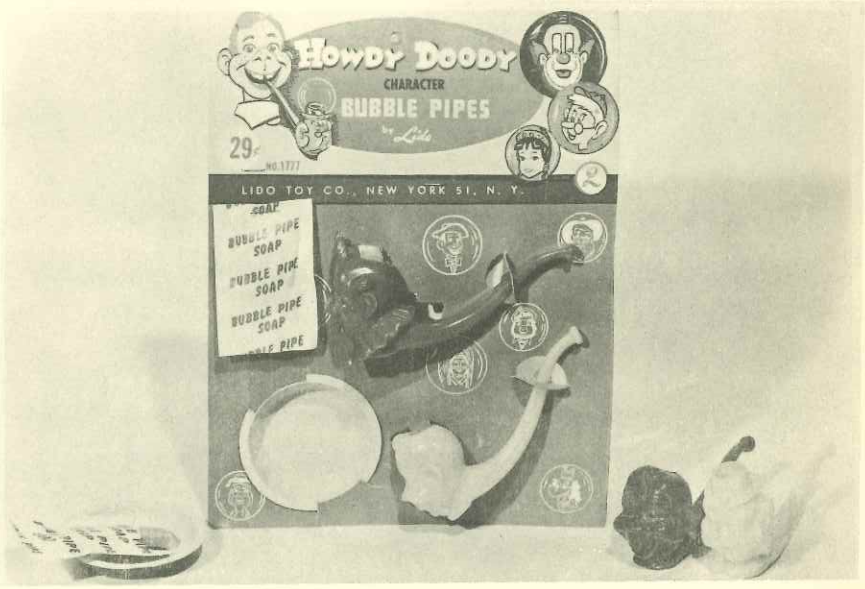
No. 1777 - HOWDY DOODY CHARACTER BUBBLE PIPE SET

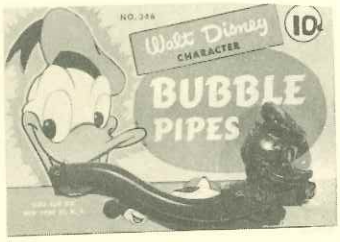
Howdy Doody Characters fashioned as bubble pipes, in plastic, in assorted colors. With packaged bubble pipe, soap and metal pan, on colorful card and contained in polyethylene bag.
PACKED: 1 gross to shipper. Weight: 20 lbs per gross.

SUGGESTED RETAIL PRICE: 29c

Have you seen our No. 777 Howdy Doody Bubble Pipe Set, same as 1777 except in a colorful two piece box (29c retailer).

No. 774 — HOWDY DOODY CHARACTER BUBBLE PIPES, each on a card (10c retailer), and No. 775, Howdy Doody Character Bubble Pipes, 1 dozen mounted on large display card (10c each pipe).





No. 346 - WALT DISNEY CHARACTER BUBBLE PIPE

Assorted colors, each pipe individually carded.
PACKED: 5 gross. WEIGHT: 7 lbs. per gross.

SUGGESTED RETAIL PRICE: 10c

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Design

No. 2230

LIDO TOY ASSORTMENT

UNBREAKABLE

Six dozen assortment -- 72 pieces — 6 different style vehicles. Removable plastic axles. Hot 5c sellers. Packed in eye-appealing two-color sturdy corrugated display box. Will move off counter immediately upon being displayed. Weight: 2 lbs. per display. Packed: 20 displays to shipper.

AMERICAN TOYS

These are a few of the many fast-selling toys in the Lido line. Have you seen the others?

LIDO TOY COMPANY

321 Rider Avenue, New York 51, N. Y.

LIDO TOY COMPANY

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